

**Central**  **Mother Lode**  
**Regional Consortium**



CALIFORNIA COMMUNITY COLLEGES

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**REQUEST FOR PROPOSAL**  
**No. 2018/19-CRC-001-RW-RFP**

PROFESSIONAL SERVICES –  
REGIONAL MARKETING RELATED CONSULTANTS

QUALIFICATIONS DUE ON OR BEFORE 3:00PM, June 11, 2018

KARRI HAMMERSTROM  
REGIONAL CHAIR  
CENTRAL/MOTHER LODE REGIONAL CONSORTIUM  
390 W. FIR AVENUE  
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State Center Community College District (SCCCD) on behalf of  
Central/ Mother Lode Regional Consortium (CRC)

**REQUEST FOR PROPOSAL (RFP) #2018/19-CRC-001-RW-RFP**  
Regional CTE Rebranding and Marketing Campaign



**FUNDING SOURCE:** Strong Workforce Program Regional Funds (PY1; FY 16-17)

**TERM OF CONTRACT:** July 5, 2018 (anticipated start date) through December 31, 2018 (with an option to renew for up to two additional one-year contract extensions)

**MAXIMUM FUNDS AVAILABLE:** \$650,000 for Year 1- (contract commencement through 12/31/18) (up to \$150,000 for each additional year for successful candidate, pending availability of funds, barring no unanticipated budget reductions, updated scope and budget, and CRC Steering Committee approval.)

**PROPOSAL DUE DATE:** Monday, June 11, 2018 by 3 p.m. Pacific Standard Time (PST)

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## RFP SCHEDULE / KEY DATES

RFP Available to Prospective Respondents	5/25/18
Deadline to Submit Pre-Proposal Requests for Information	6/1/18
Answers Provided for Requests for Information	6/5/18
<b>Proposal Submission Due Date</b>	<b>6/11/18 No Later than 3:00 p.m. PST</b>
Minimum Requirements Review/Evaluation of Proposals by Scoring Committee	6/12/18 – 6/19/18
Finalists Selected and Notified	6/20/18
Finalists Interviews	6/25/18
Notice of Intent to Award	6/27/18
SCCCD Board of Trustees Meeting	7/3/18
Initial Contract Term	7/5/18 – 12/31/18

\*All dates, except Proposal Submission Due Date of 6/11/18, are tentative and subject to change.

**Central / Mother Lode Regional Consortium (CRC)  
CTE Rebranding and Marketing Campaign  
Proposal No. 2018/19-CRC-001-RW-RFP**

**INTRODUCTION**

The CRC (through State Center Community College District or SCCCDC as the fiscal agent/contracting agency) has issued this Request for Proposals (RFP) to obtain proposals for the development of a series of marketing program videos, an external-facing website and marketing plan to rebrand and market the career and technical education programs at the community colleges to prospective students, student families and employers in the Central/Mother Lode region. This project, named the Central Regional Consortium (CRC) CTE Rebranding and Marketing Campaign, will involve the efforts of a full-service professional agency (or group of agencies) that can manage all aspects of this marketing effort in a manner consistent with and collaborative of the branding of the California Community Colleges Chancellor's Office rebranding and marketing campaign and local college efforts. In addition, community college students are to be employed (using Career Catalyst) and managed to provide technical assistance in the creation of the program videos. The purpose of the two-pronged campaign is to 1) define and raise awareness among students, their influencers, key stakeholders and others about the variety of career pathways available through career training programs at California community colleges that can lead to good paying jobs, AND 2) increase awareness and engagement by employers for community college career technical education programs.

**BACKGROUND AND NEED**

The Central/Mother Lode Regional Consortium (CRC) consists of eight community college districts comprised of 14 community colleges serving all or part of 15 counties: Alpine, Amador, Calaveras, Fresno Inyo, Kern, Kings, Madera, Mariposa, Merced, Mono, San Joaquin, Stanislaus, Tuolumne, and Tulare.

The estimated population of the CRC region is currently more than 4.4 million people with an additional 137,000 residents projected by 2022. Over the last five years, the CRC region grew by about 4.4%, somewhat slower than the state's growth of 5%. The projected growth rate of 3.1% is also slower than in the previous five years and nearly matches the state's projected growth rate of 3%.

According to the Centers of Excellence, since 2011, the CRC regional labor force has increased in size by 16,200 persons, indicating an entrance of working age individuals into the workforce. Total employment increased by 142,817 persons. Because total employment increased more than the labor force, the unemployment rate decreased from 16% (compared to 11.5% statewide) to 9% in 2016 (compared to 5.2% statewide). As of April 2016, the CRC region has nearly 1.3 million jobs. This employment is distributed into eight major industrial groupings. The largest shares of employment are attributed to retail trade and hospitality (23.5%), agriculture (17%), health care (15.5%), global trade/logistics

(13%) and protective services (11%). These are followed by manufacturing and energy/construction & utilities (9.5%). The smallest shares of employment represent regional non-priority industry groups with less than 5% of the total jobs in the region. Over the next five years, the CRC region is projected to add more than 45,000 jobs within the four largest employment categories (health care and social assistance/protective services, retail, manufacturing and agriculture).

The California Community Colleges are the largest higher education system in the nation with 115 campuses serving over 2.1 million students each year. Community colleges provide career and technical education, workforce training, basic skills courses in English and math and prepare students for transfer to four-year colleges and universities. California is experiencing impressive economic growth, something California Gov. Jerry Brown attributes to the diversity of the California business environment, “from movies to the Internet to agriculture – the incredible array of businesses that make up the state.” However, a widening gap exists between what employers need to continue that economic growth and what California’s labor pool currently offers. Statistics show by 2025, 30 percent of all job openings in California – more than 1 million jobs – will require postsecondary education training such as middle-skills degrees (for jobs that require more than a high school diploma but less than a four-year bachelor’s degree), certificates and credentials. California’s education pipeline is not keeping pace with employer demands.

The California Community Colleges is uniquely qualified to help meet this challenge because of the affordable and accessible career technical education programs that already exist within the system. Some of the current programs result in certificates; others result in associate degrees and some offer courses to build skills that will put students on the path to a good-paying career. However, except for a few programs, career technical education programs in California are often overlooked, undervalued and under-promoted. Programs like nursing and welding are often the most well-known career technical education programs, but there are a wide variety of programs and areas of study from which students can choose. In fact, students can enroll in associate degree and certificate programs in more than 400 areas of study, including small business; information & communications technologies/digital media; agriculture, water & environmental technologies; retail/hospitality/tourism; global trade & logistics; advanced manufacturing; energy, construction & utilities; advanced transportation & renewables; life science/biotech and health.

## OBJECTIVE

The goal of this project is to define and raise awareness among current and prospective community college and high school juniors and seniors as well as their influencers, key stakeholders (such as employers and union groups) and others about the variety of career pathways available through career training programs at the region’s community colleges. The rebranding and marketing campaign shall address changing perceptions of what career training programs can offer in terms of good-paying, fulfilling and sustained employment opportunities. Additionally, the campaign must motivate and increase enrollment in community college career technical education programs and increase



employer engagement with these programs. To achieve this goal with limited funds, the campaign must be crafted to reach the most opportunistic target audiences in areas and at times, in which potential program participants will be most receptive to receiving messages.

Research conducted on behalf of the California Community Colleges Chancellor's Office shows the following barriers in promoting career technical education programs:

- The lack of parental, high school counselor, influencer and student support for career technical education program enrollment.
- The struggle to “be heard” above the constant chorus from the community college community, and others, of the need to transfer to four-year institutions.
- There is not enough money or focus to promote the opportunity, validity and pathway to excellent careers that career technical education programs deliver.
- Private, for-profit training institutions directly compete for time, message penetration, paid advertising and enrollment with California community college career technical education programs.
- The lack of coordination between and among campuses with competing training programs in the same area or in various areas throughout the state (including the lack of coordinated outreach to employers and labor representatives in each region).The “second-class” or even “third-class” relegation of career technical education programs both in the minds of the public as well as with policy makers and governing bodies.

Research conducted on behalf of the CRC of the CTE CRC Deans shows the following needs in promoting their CTE programs:

- External-facing CRC Website:
  - More comprehensive information about CTE programs in the region
  - Designed for broader audience than current (students/public/industry)
- External Marketing:
  - More CTE program videos
  - Expanded Social Media/Digital Marketing/Mobile Messaging
  - Updated printed collateral in coordination with CCCCCO Marketing Resources

The project is seeking a multi-disciplinary, full-service professional agency (or group of agencies) with community college familiarity that provides a wide range of services including, but not limited to, video production, collateral material development, student outreach and recruitment, , website design and development, website usability testing,

social media management, development of employer-to-employer communications and strategic plans, employer outreach, media relations, and project management. Hard costs that will also come out of the total contract should include, but are not limited to music licenses, travel expenses, talent fees/stipends, studio rentals, equipment rentals, wardrobe and props. If Career Catalyst (<https://foundationccc.org/What-We-Do/Workforce-Development/Career-Catalyst>) (<https://foundationccc.org/What-We-Do/Workforce-Development/Career-Catalyst>) is used to provide employer-of-record services for community college students higher for video production, the CRC will cover the cost of the Foundations of California Community Colleges' service fee.

## TARGET AUDIENCES

This effort is aimed at providing an outward facing campaign targeting students, influencers, and business/labor/industry leaders. The current, distinct target audiences for the CRC CTE Rebranding and Marketing Campaign are as follows:

### Primary Target Audiences:

- Teens and young adults: 16 – 24 year olds, including high school juniors and seniors and recent graduates, as well as current and prospective community college students. There should be an emphasis on reaching African-American and Latino students as well as those with lower socio-economic status, including current and former foster youth. Stress that important ongoing education pathways are available through career technical education and are just as important and viable as two-year or four-year degree programs.
- Adults, including active duty military and veterans: 25 – 54 year olds, with an emphasis on those that are unemployed or underemployed and may have little or no college experience.
- Business/Labor/Industry Leaders: Including employers, chambers, employer intermediaries, workforce development boards, economic development agencies, labor unions, One Stop Career Centers, etc. There should be an emphasis on reaching employers to provide internships and promote the breadth, depth and quality of career technical education programs at California community colleges and the high level of training community college graduates receive.

### Secondary Target Audiences:

- Influencers/Stakeholders: Including parents, caregivers, high school and community college counselors, community leaders and elected officials. Stress that the jobs that career technical education certificate and degree holders can get obtain are well- paying and can provide a good family living wage.
- Include communities whose primary language is Spanish

## TACTICS/SERVICES TO BE PROVIDED

The purpose of this RFP is to solicit Proposals from vendors with sufficient resources, experience and abilities to further develop the CRC CTE Rebranding and Marketing Campaign. Qualified Respondents must submit a Proposal that is inclusive of, but not limited to, all categories below.

- A. REGIONAL BRAND DEVELOPMENT:** Utilizing the comprehensive, compelling, and culturally-competent “umbrella” brand developed for the California Community Colleges CTE Rebranding and Marketing Campaign, create regional branding that is college centric and can be customized by any one college or collectively by the region to promote CTE in the CRC region. The brand must be broad enough to encompass the entire region, but must also allow the flexibility to be locally tailored to reflect local economies, and each of the districts and colleges in the central region. Apply a brand development strategy and approach for the creation of a name, logo and tagline. The brand must increase awareness and understanding of the system’s career technical education opportunities; change the perceptions of what career education means; and motivate students to apply to community college and enroll in a career education program while increasing employer engagement with these programs. Deliverables will include comprehensive brand style guidelines in concert with the CCCCO’s guidelines. More information about this rebranding for California Career Education is located at <https://careered.cccco.edu/#california-community-college-education> and <http://careereducationtoolkit.cccco.edu/> contains campaign guidelines, resources and updates that will be helpful in responding to this RFP.
- B. CREATION OF PROGRAM VIDEOS:** Work with each college’s representative (Dean of CTE or designee) to identify specific focus areas of career education for each college. Create 3-4 shorter (30-45 seconds each) specific program videos and a longer compilation video (3:30-4:30 minutes) for each college, as well as for the region showcasing all the colleges. The videos shall utilize some stock footage from the Chancellor’s Office CTE Rebranding campaign, as appropriate, to leverage and augment videos. The Contractor will create scripts to produce videos that are uniform in nature. In addition, the Contractor shall work with the CRC &/or Deans of CTE/designees to recruit CTE media or marketing community college students with the intention of hiring them as interns to help create and produce the program videos.
- C. WEBSITE DESIGN, ACCESS AND COMPLIANCE:** The Contractor will design and develop an external facing website or portal where visitors (primarily student; secondary employers) can get information on career education programs, connect to existing statewide, regional, and local resources, and get connected with their local community college to identify a program that is right for them. When conceptualizing, the Contractor must take into consideration the website or portal must also integrate or connect with the existing college/CTE websites, and programs such as JobSpeaker, Salary Surfer and Career Coach websites and Here to Career mobile app. After a test site has been developed, the Contractor and their

research vendor shall make recommendations on how to best conduct usability testing (one-on-one or otherwise) to ensure a positive user experience when site is launched. The site and all tools, documents and files posted on the site will need to be ADA/508 compliant and should follow Web Content Accessibility Guidelines (WACG). Section 508, an amendment to the United States Workforce Rehabilitation Act of 1973, is a federal law mandating that all electronic and information technology developed, procured, maintained, or used by the government be accessible to people with disabilities. This includes but is not limited to font sizes, color contrast, closed captions, written transcripts, alt tags, screen reading devices, etc.

- D. **SOCIAL MEDIA:** Develop, implement and provide training to college personnel manage social media strategies and messaging, including developing monthly social media calendars for posting daily content on Facebook, Twitter, Instagram accounts, and any additional social media platforms the region might want to consider, such as Snapchat and YouTube. Respondents can make recommendations on how to best integrate messages with existing regional colleges' social media accounts rather than creating new accounts. Local regions should be able to use the monthly social media calendar and template posts in their outreach efforts for region-specific industries.
- E. **COLLATERAL MATERIALS:** Create marketing/informational brochures and materials. The Contractor will be responsible for creating templates and collateral that local community colleges across the region can tailor to reflect local needs and languages.
- F. **MEDIA RELATIONS:** Development of regional media relations templates and tools designed to proactively raise awareness. The tool kit will include the development and suggested distribution of template articles to high school/community college newspapers and employer newsletters/direct mailers/fliers/email. Local colleges should be able to use the template articles in their media relations efforts for region-specific industries.
- G. **EMPLOYER OUTREACH:** Develop an employer outreach strategy (web-based and collateral) that will increase work-based learning opportunities, such as apprenticeships and internships, provide workplace experience and, ultimately lead to job placement. The employer outreach should elevate awareness and knowledge of the California Community Colleges' career technical education programs and position the system as the gold star standard for preparing Californians for jobs. The region should be able to use the strategy in their outreach efforts for region-specific industries. Employers can "vouch" for community college career technical programs in order to lend credibility to messages. Should include the production of a minimum of two videos (30-60 seconds each) of employer testimonials representing a cross-section of industries in the region.

H. **ADMINISTRATIVE:** Provide the CRC Regional Chair-with a monthly update and annual service period end report in addition to monthly billing, website analytics and other ad hoc reports as requested.

I. **INSTITUTIONAL CAPACITY BUILDING:** Similar to the CCCCCO's "toolbox", develop style guides, templates, and training for college personnel to implement marketing strategies, including how to effectively embed materials in local websites, how to monitor web traffic from potential students, how to provide follow-up information to potential students, and what resources are needed for potential students when they seek to enroll.

- All campaign activities should have performance measures and benchmarks built in.
- All electronic and print collateral must be compliant with CCCCCO brand guidelines standards.

In addition, any services provided must recognize the following:

- The quality of materials produced and activities undertaken must be of the highest caliber to reflect the high quality of our system, individual colleges/districts, faculty and students.
- The content of materials produced and activities undertaken must be reflective of and sensitive to the ethnic and cultural diversity of our region and our students.

## MINIMUM QUALIFICATIONS

The RFP Respondent must meet all of the following minimum qualifications and provide evidence in the written Proposal of how each qualification is met. Failure to satisfy any of the following minimum qualifications upon submittal of the Proposal may result in the rejection of the Proposal:

- Respondent and its subcontractor(s) have been in existence as a business entity performing services similar in scope and magnitude as required in this RFP for at least three years.
- Respondent and its subcontractor(s) are licensed to do business in the State of California.
- The designated key personnel for Respondent and their subcontractor(s) must have a minimum of three years' experience in work of similar scope and magnitude as required in this RFP.
- At the time of submission of its Proposal, Respondent and its subcontractor(s) must, have the work facilities, equipment, supplies and staff needed to perform all services as required in this RFP. Insurance shall be maintained by the successful company.
- All payments for work completed on the campaign will be made in arrears. As such, Respondent must have sufficient financial resources to perform services, make any

advance payments to subcontractor(s) on behalf of the campaign and withstand reimbursement, if necessary, for periods of up to 90 days.

## PROPOSAL FORMAT

These instructions prescribe the mandatory written Proposal format. Proposal format instructions must be followed and all listed items must be included. Failure to prepare Proposals in the following required format may result in elimination from Proposal evaluation. Each Proposal must include the following:

### A. TABLE OF CONTENTS

A comprehensive Table of Contents must be provided

### B. COVER LETTER (two (2) page limit)

The cover letter must include the following:

- Name of Respondent's business entity, mailing address, telephone number, e-mail address, website and name of individual to communicate with if further information is desired.
- A statement acknowledging, as of the date of submission of Proposal, Respondent's availability of staff and other required resources for performing all services as described in the RFP.
- A statement acknowledging that Respondent is aware that payments will not be made in advance of services or products provided.
- Respondent must confirm their ability to carry Campaign costs for up to 90 days via a written statement no more than one page in length that outlines the specifics. Along with this statement, Respondents must attach their most recent balance sheets or income statement as proof of assets. While it is highly unlikely that any contractor would have to carry costs for up to 90 days, the ability to do so speaks to their financial stability. Our goal would be to pay all invoices within 30 days of receipt by the Contract Manager. At this time, we would not consider a cap on the dollar amount of costs the contractor must be able to carry.
- Respondents must acknowledge they are in good standing with the State of California month period beginning with June 2018 and going through December 31, 2018 and attach a copy of its valid business license.
- Respondent must acknowledge they and their subcontractor(s) meet all Minimum Requirements outlined in this RFP.
- Cover letter must include the signature of an individual who is authorized to bind the Respondent contractually. The undersigned declares and certifies that this Proposal is complete and accurate; there are no omissions of material fact or information that render the Proposal to be false or misleading and there are no misstatements of fact

in the Proposal. An unsigned Proposal may be rejected. The undersigned's name and title must be included under the signature.

### C. BACKGROUND AND EXPERIENCE (five (5) page limit)

- Provide a brief history of Respondent's business including date of establishment, services provided and areas of expertise.
- Provide the size of the business by headcount at each office location.
- Provide the physical address from which the primary work on the Campaign would be performed.
- Provide list of all current clients.
- Demonstrate expertise, consistency and longevity by describing Respondent's experience on two to three similar projects completed within the last three years. Include the name of the client, project goals, description of work performed, audience reached, budget, creative work samples and results achieved.
- Include creative samples of projects (print, online, website) created within the last five years that further illustrate Respondent's skill, creativity, talent, and experience (not counted towards the page limit for this section).
- Work samples become the property of the CRC/ SCCCD and will not be returned.

### D. PERSONNEL

- Designate a qualified staff person who will be the day-to-day lead contact for this Contract and will serve as the Campaign Project Manager. Provide name, title, resume, description of qualifications, length of time with the agency, and a summary of similar work performed. Contract terms will not permit substitution of lead personnel without advanced written approval of the CRC Regional Lead and/or the State Center Community College District (two (2) page limit).
- List all additional personnel who will perform services on the Campaign. For each person listed, provide his/her name, title, a resume, a description of their qualifications, length of time with the agency and a summary of similar work performed (four (4) page limit).
- Identify the specific project management structure. Include an organizational chart indicating the internal reporting structure for all personnel involved with the Campaign including subcontractors (two (2) page limit).

### E. SUBCONTRACTORS

- List your proposed subcontractor(s), if any, and document the services to be subcontracted. For all subcontractors identified, provide contact information,

organizational background information, staff bios, description of tasks to be performed and qualifications, and billing rates.

- All subcontractors are subject to final approval of the CRC Regional Lead and/or the State Center Community College District.

#### F. SCOPE OF WORK (twelve (12) page limit)

Agencies responding to this RFP must develop a preliminary Scope of Work for approximately a six month period beginning in July 2018 through December 31, 2018

The Proposed Scope of Work must include:

- A clear understanding of campaign objectives, key timeframes and target audiences.
- Creative strategies and ideas for the campaign's overall look and feel.
- Costs to develop the Scope of Work, proposal materials and work samples are entirely the responsibility of the Respondent and will not be reimbursed.
- A list of proposed deliverables shall be included.
- An estimated budget broken down by activity. (The budget must also include costs such as production fees, hard costs, commissions, hourly staff rates, subcontractor fees and mark-ups (if any), honorariums, supplies, overhead and administrative and travel expenses.
- Student employment in the creation of deliverables is encouraged. The Chancellor's office may serve as employer of record (Career Catalyst) for any student employment in the execution of this project. The CRC will cover the service fee, if any, to the Foundation of California Community Colleges for Career Catalyst.

#### G. FEE PROPOSAL (two (2) page limit)

Each Respondent must submit a Fee Proposal that includes the following (no more than two pages):

- Titles and hourly rates for all personnel who will work on the Campaign.
- Titles and hourly rates for all subcontractor personnel who will work on the Campaign.
- Please indicate if the hourly staff rates provided in the Fee Proposal reflect a discount from your standard rates.
- The percentage of the overall contract amount you are willing to provide in pro bono services/products/staff time (above and beyond the contracted amount) and a brief description of when/how.

#### H. LETTERS OF RECOMMENDATION

Provide at least two Letters of Recommendation from current and/or past clients that can attest to the nature and quality of Respondent's past performance. Letters of Recommendation should come from clients whose projects are similar in scope to this Campaign. If available, please include at least one recommendation from a government or



higher education client. The CRC/SCCCD reserves the right to contact any references. Letters of recommendation for subcontractors do not count toward the two letters. Additional letters of recommendations may be provided by subcontractors to further support their qualifications and experience. In addition to the above information, each letter must include the following:

- Name and address of the organization.
- Name, title, telephone number and e-mail address of your day-to-day contact.
- A description of services provided, the overall budget, and specific outcomes.

## I. CONFLICTS OF INTEREST

Any and all possible conflicts of interest must be disclosed and addressed. Although a Respondent will not be automatically disqualified by reason of work performed for, or financial interests in, firms that may be affected by action of CRC/SCCCD, we reserve the right to consider the nature, extent, and recentness of such work.

## J. NON-COLLUSION AFFIDAVIT/ EXPLANATION

Each Respondent is required to submit a completed and signed Non-Collusion Affidavit provided as an attachment in this RFP. The Non-Collusion Affidavit must be signed by an individual who is authorized to bind the Respondent contractually.

- In order to control information disseminated regarding the Request for Qualifications, organizations interested in submitting responses are directed not to make personal contact with members of the Governing Board or District administration with the exception of the individuals listed below:

Karri Hammerstrom  
CRC Regional Chair  
[karri.hammerstrom@reedleycollege.edu](mailto:karri.hammerstrom@reedleycollege.edu)  
(559) 324-6444

or

Randall W. Vogt, C.P.M.  
SCCCD Director of Purchasing  
[randy.vogt@scccd.edu](mailto:randy.vogt@scccd.edu)  
(559) 244-5940

## K. HOLD HARMLESS AGREEMENT

See enclosed form.

## L. CERTIFICATE REGARDING WORKERS' COMPENSATION

See enclosed form

## M. PROPOSAL FORM

See enclosed form

## PROPOSAL SUBMISSION

Each Respondent is required to deliver ONE (1) original plus FIVE (5) copies and ONE (1) digital copy of the Proposal by 3 p.m. PST on Monday, June 11, 2018, to the following address:

Central/Mother Lode Regional Consortium  
Attn: Karri Hammerstrom, Regional Chair  
Proposal Identification No. 2018/19- CRC001RW-RFP  
390 W. Fir Avenue, Building A, #204  
Clovis, CA 93611

It is the responsibility of the respondent to verify proposals are received at the location and by the submission date/time noted above. Facsimile (FAX) copies of qualification statements will not be accepted.

## EVALUATION AND SELECTION

All Proposals received on or before the final submission date and time will be evaluated as outlined below. The CRC/ SCCCD may request clarifications from Respondents at any phase of the evaluation process for the purpose of eliminating ambiguities in the information presented in the Proposal. Alternatively, the CRC/ SCCCD may waive minor and/or immaterial irregularities or informalities in any RFP Response. However, such waiver shall in no way modify the RFP documents or excuse the Respondent from full compliance with the RFP requirements.

### A. PRELIMINARY REVIEW

Proposals will undergo a preliminary review to determine if the Respondent meets the Minimum Qualifications and if it is responsive to the requirements of the RFP. Proposals that meet the Minimum Qualifications and requirements of the RFP will be evaluated and scored by an Evaluation and Selection Committee (Committee) of the CRC.

### B. PROPOSAL EVALUATION, SCORING AND INTERVIEWS

Upon satisfactory preliminary review, Proposals that meet submission requirements will be evaluated, scored and ranked by an Evaluation and Selection Committee. Each committee member will independently evaluate the Respondent's Proposal using these relative values for each category, expressed in points possible (by category) out of a total possible score of 100.

- **Marketing strategy and creative development experience (up to 20 points):**

Including duration, personnel experience, relevance of plan and materials to Central/ Mother Lode Regional Consortium needs, comprehensive scope of work

and clearly defined budgets, demonstrated ability and thought towards the braiding of the statewide campaign and creating template materials/plans to be used by the CRC and local colleges. Demonstrated ability to not only reach the student target but also effectively deliver an employer outreach strategy and plan. Demonstrated ability to train multiple stakeholders in the use of developed strategies and tactics.

- **Campaign creative concepts (up to 25 points):** Relevant and creative approach to target audiences, clear messaging, demonstrated understanding of target audiences, and concepts meet campaign objectives.
- **Video and Social Media strategies (up to 30 points):** Demonstrates the best strategies to achieve the overall marketing campaign objectives and goals to involve community college interns.
- **Cost (up to 15 points):** Hourly or flat rates/project costs, media commissions, expense levels, overall financial ability to perform tactics outlined in the RFP, and pro bono plan/added value.
- **Credibility and accuracy of proposal (up to 10 points):** Client letters of recommendation/references demonstrate the agency's qualifications and experience and meet the outlined criteria, the outlined proposal format was followed, care was taken in preparing the proposal - emphasis on completeness and clarity of content, the visual appeal of the overall proposal and packaging.

A single score for each Proposal will be reached by averaging the committee member's scores for each Respondent.

It is important to note, some or all of the Respondents may be selected to participate in an oral interview on Monday, June 25, 2018. The proposer's interview presentation will not reduce the aggregate score of the proposer, as determined immediately above, but at the CRC/ SCCCD's sole discretion the interview presentation may increase the aggregate score by up to 15 points.

Interviews, if conducted by the Evaluation and Selection Committee, will generally consist of no more than thirty (30) minutes for Respondent's presentation, followed by questions posed by the Committee. Total time of each interview will not exceed one (1) hour. If requested by the Evaluation and Selection Committee, any Respondent invited to participate in the interview process shall have present at the interview its key personnel identified in the Respondent's Proposal (the number of key personnel invited to participate in the interview process may be limited). The order of Respondents to be interviewed will be selected randomly. The CRC/ SCCCD shall not be responsible for or reimburse any costs incurred by Respondents in connection with the interview process. The Contract will be awarded to the qualified agency with highest combined score.

### C. POST RESPONSE-OPENING INQUIRIES

After the Evaluation and Selection Committee has opened timely submitted responses to this RFP, the Committee reserves the right to engage in further inquiry regarding a Respondent's Proposal, a Respondent's qualifications or any other matter relating to a Respondent's Proposal. The Committee's inquiries may be in writing or verbal. The failure of any Respondent to timely, completely and accurately respond to any such inquiry may result in rejection of the Respondent's Proposal for non-responsiveness.

### D. BEST AND FINAL OFFER

The Committee reserves the right to engage in cost negotiations with a Respondent and/or request a Respondent submit a Best and Final Offer. Respondents who fail to participate in cost negotiations and/or submit a Best and Final Offer in the form and format directed by the Committee within the time requested by the Committee will be rejected for non-responsiveness.

### E. BASIS OF AWARD

Any Contract resulting from this RFP will not be awarded based solely on the lowest Fee Proposal submitted to the CRC/ SCCCD, but will be awarded to Respondents whose Proposals contain a combination of desired qualifications and competitive fees. Pursuant to Government Code § 53060, these contracts do not require competitive bidding or award to the lowest responsible bidder. See also, *Cobb v. Pasadena City Bd. of Ed.*, 134 Cal.App.2d 93, 95, 285 P.2d 41, 42 (Cal.App.1955) ("the employment of a person who is highly and technically skilled in his science or profession is one which may properly be made without competitive bidding."). The District further reserves its right to reject all Proposals.

### F. AWARD OF CONTRACT

Upon completing reviews of Proposals and Interviews with Respondents, the Evaluation and Selection Committee will make recommendations to the CRC for the award of the Campaign. The CRC/ SCCCD reserves the right to accept or reject any or all Proposals, to negotiate with any or all responsible Respondents submitting proposals, and to waive any informality in the RFP. Notwithstanding any recommendations of the Evaluation and Selection Committee, action to award Contracts for the CRC Career Technical Education Rebranding and Marketing Campaign is vested solely in the CRC/ SCCCD.

### G. NOTICE OF INTENT TO AWARD

Following the submission of the Evaluation and Selection Committee's recommendations, the CRC/ SCCCD will issue a Notice of Intent to Award the Contract, identifying the Respondent to whom the CRC/ SCCCD intends to award the Contract, if any.

## H. PROTESTS REGARDING AWARD OF CONTRACT

Any Respondent submitting a Proposal to the CRC/ SCCCD may file a protest of the CRC/ SCCCD intent to award the Contract provided that each and all of the following are complied with:

- The protest is in writing;
- The protest is filed and received not more than five (5) calendar days following the date of issuance of the CRC/ SCCCD Notice of Intent to Award the Contract. The protest must be received by:

Randall W. Vogt, C.P.M.  
Director of Purchasing  
[randy.vogt@scccd.edu](mailto:randy.vogt@scccd.edu)  
(559) 244-5940

- The written protest sets forth, in detail, all grounds for the protest, including without limitation all facts, supporting documentation, legal authorities and argument in support of the grounds for the protest; any matters not set forth in the written protest shall be deemed waived. All factual contentions must be supported by competent, admissible and credible evidence.

If the CRC/ SCCCD does not issue a Notice of Intent to Award Contract or if the Notice of Intent to Award Contract is issued less than five (5) calendar days prior to the date of the Board of Trustees meeting to consider award of the Contract for the Work, the latest date for a Respondent to timely submit a Protest is 12:00 P.M. of the day prior to the date of the Board of Trustees meeting to consider award of the Contract for the Work. Any protest not conforming to the foregoing shall be rejected by the CRC/ SCCCD as invalid.

Provided that a protest is filed in strict conformity with the foregoing, the SCCCD's Director of Purchasing, or such individual(s) as may be designated by him/her, shall review and evaluate the basis of the protest. The State Center Community College District's Director of Business Services or other individual designated by him/her, shall provide the Respondent submitting the protest with a written statement concurring with or denying the protest.

The State Center Community College District Board of Trustees will render a final determination and disposition of a protest by taking action to adopt, modify or reject the disposition of a protest as reflected in the written statement of the State Center Community College District Director of Purchasing, or his/her designee. Action by the District's Board of Trustees relative to a protest shall be final and not subject to appeal or reconsideration by the State Center Community College District's Director of Business Services, or any other employee or officer of the State Center Community College District or the District's Board of Trustees.

The rendition of a written statement by the State Center Community College District's representative and action by State Center Community College District's Board of Trustees to adopt, modify or reject the disposition of the protest reflected in such written statement shall be express conditions precedent to the institution of any legal or equitable proceedings relative to the bidding process, the State Center Community College District's intent to award the Contract, the State Center Community College District's disposition of any protest or CRC/ SCCCD's decision to reject all Proposals.

## RULES GOVERNING COMPETITION

### A. RFP REQUIREMENTS AND CONDITIONS

#### 1. Introduction

The particular competitive method being used for this procurement is known as the "Request for Proposals" (RFP).

#### 2. Definitions

The CRC/State Center Community College District has established certain requirements with respect to proposals to be submitted by Respondents. The use of "shall," "must" or "will" (except when expressing simple futurity) indicates a requirement or condition from which a deviation, if not material, may only be waived by the CRC/SCCCD. A deviation is material if the deficient response is not in substantial accord with RFP requirements; has a potential significant effect on amount paid to the Respondent, net cost to the CRC/SCCCD, quantity or quality of product and/or service; or provides an advantage to one Respondent over other Respondents. Material deviations cannot be waived.

#### 3. Desirable Items

The words "should" or "may" indicate a desirable attribute or condition, but are permissive in nature, and deviation from, or omission of, such a desirable feature, even if material, will not in itself cause rejection of a proposal. However, such deviation may affect the score the proposal receives in the final proposal evaluation stage.

#### 4. Addenda

The CRC/SCCCD may modify the RFP, prior to the date fixed for possible interviews, by issuance of an addendum to all parties who have been furnished the RFP for bidding purposes. Addenda will be numbered consecutively as a suffix to the RFP identification number. The first number for an addendum will be A-1.

#### 5. Submission of Proposals

- a) Preparation. Proposals shall be complete in all respects as required under the Proposal Format. Proposals should be prepared to provide a

straightforward, concise delineation of capabilities to satisfy the requirements of the RFP. Emphasis should be concentrated on completeness and clarity of content.

- b) Respondent's Costs. Costs for developing proposals and any and all travel costs are entirely the responsibility of the Respondent and shall not be chargeable to the CRC/SCCCD.
- c) Timing of Submission. All Respondents must submit their Proposals no later than Monday, June 11, 2018 at 3 p.m. PST.

## 6. Grounds for Rejection

A Proposal shall be rejected if:

- a) It is received at any time after the exact time and date set for receipt of Proposals.
- b) It is not prepared in the format described under the Proposal Format, or contains a material deviation from a requirement.
- c) It contains false or misleading statements or references that do not support an attribute or condition contended by the Respondent. The Proposal shall be rejected if, in the opinion of the CRC/SCCCD, such information was intended to erroneously and fallaciously mislead the CRC/SCCCD and in its evaluation of the Proposal and an attribute, condition or capability related to a requirement of this RFP.
- d) If the cover letter is unsigned. A cover letter, which shall be considered an integral part of the Proposal, shall be signed by an individual who is authorized to bind the Respondent contractually. A Proposal may be signed by an agent of the Respondent only if the agent is properly authorized by a power of attorney, or an equivalent document is submitted to the State prior to the submission of Proposals, or with the Proposal.
- e) Respondent and/or an individual associated with Respondent's business have submitted multiple Proposals.
- f) Both the Governance Board (Steering Committee) of the CRC and the Board of Education of the State Center Community College District reserves the right to accept or reject any or all responses, to negotiate with any or all responsible respondents, and to waive any informality in the Request for Qualifications.

## B. OTHER INFORMATION

### 1. Disposition of Proposals

All materials submitted in response to this RFP will become the property of the CRC/SCCCD. All Proposals and all evaluation and scoring sheets shall be available for public inspection at the conclusion of the committee scoring process. Materials may be returned only at the CRC/SCCCD District's option

and at the Respondent's expense. One copy of the Proposal shall be retained for official CRC/SCCCD files.

## 2. Proprietary Data in Proposal

A Proposal may include proprietary data which the Respondent does not want disclosed to the public or used by the CRC/SCCCD for any purpose other than Proposal evaluation. However, unless proprietary data is identified, the CRC/SCCCD cannot assume responsibility for the use of such data. Therefore, proprietary data should be identified specifically as such on every page where the same may be contained, in which event, it will be used by the CRC Regional Chair or his/her designated representatives, including staff and consultants, solely for the purpose of evaluating the Proposal. In such case, reasonable care will be exercised so that the data so identified will not be disclosed or used without the Respondent's permission, except to the extent provided in any resulting Contract or the extent required by law. This restriction does not limit the CRC/SCCCD's right to use or disclose any data contained in the Proposal if it is obtainable from another source or from the Respondent on another occasion previously, without restriction.

In any event, the CRC/SCCCD cannot accept legal liability for the accidental disclosure of such data, even if it is marked. After the award of the Contract(s), all information in the Proposal of the Respondent(s) who has/have been selected becomes public record, available upon request. The only exception shall be with respect to "proprietary data," as defined above. With respect to alleged proprietary data, the CRC/SCCCD may, at its discretion, require a contractor to submit an application for confidentiality in the manner prescribed in Section 2505 of Title 20 of the California Code of Regulations.

## 3. RFP Errors, Questions and/or Requests for Clarification Regarding the RFP

If a Respondent discovers any ambiguity, conflict, discrepancy, omission, or other error in the RFP or requires clarification of the intent or content of this RFP, or on procedural matters regarding the competitive bid process, he/she shall contact the Central/ Mother Lode Regional Consortium Regional Lead by email no later than 3 p.m.PST on Friday, June 1, 2018. The CRC, will issue written responses to properly submitted RFP inquiries without identifying the Respondent submitting the inquiry by issuing an "addendum," pursuant to section A, paragraph 4, Addenda. A copy of the addendum will be given to all parties who have obtained the RFP.

A Respondent who desires clarification or further information on the content of the RFP, whose questions relate to a proprietary aspect of this proposal and which, if disclosed to other Respondents, would expose the proposal, may submit such questions in the same manner as above, but also marked "CONFIDENTIAL," no later than 3 p.m.PST on Friday, June 1, 2018 to ensure a response. The Respondent must explain why his questions are sensitive in



nature. If the CRC/SCCCD concur that the disclosure of the question or answer would expose the proprietary nature of the Proposal, the question will be answered, and both the question and the answer will be kept in confidence. If the CRC/SCCCD do not concur with the proprietary aspect of a question, the question will not be answered in this manner, and the Respondent will be so notified.

Oral communications of the CRC/SCCCD concerning the RFP shall not be binding on CRC/SCCCD. Inquiries concerning this RFP are to be directed to:

Karri Hammerstrom, Regional Chair & Lead  
Central/Mother Lode Regional Consortium/  
State Center Community College District  
[Karri.Hammerstrom@reedleycollege.edu](mailto:Karri.Hammerstrom@reedleycollege.edu)

#### 4. Modification or Withdrawal of Proposals

Any Proposal may be withdrawn or modified by written request of the Respondent, as long as the request is received by the CRC/SCCCD by June 8, 2018, not later than 3 p.m. PST. However, in order to be considered, a modified Proposal must also be received by June 8, 2018, no later than 3:00 p.m. PST.

#### 5. Campaign Project Manager

It is the intent of the Central/Mother Lode Regional Consortium (CRC)/State Center Community College District that the successful respondent shall appoint a campaign project manager for CRC CTE Rebranding and Marketing Campaign. This manager shall have experience in marketing, advertising and/or outreach, oversee the day-to-day activities related to the project, and communicate closely with the CRC Regional Lead or designee as well as the CRC ad hoc campaign committee co-chairs. The CRC/SCCCD reserves the right to approve or reject any proposed changes to this key person. If this, or any other key person, fails to perform to the satisfaction of CRC/SCCCD, then, upon written notice the respondent will have 10 working days to remove that person from the project and replace with one acceptable based upon resume and/or interview.

#### 6. Billing Timelines and Procedure

The Respondent awarded the Contract must adhere to strict billing timelines and procedures as outlined below. Failure to do so will result in delay of payment.

- a) Electronic invoices must be submitted monthly to the CRC by the 7th business day of each month.
- b) Invoices must include detailed documentation for all hourly services, materials and products being billed, invoice date, amount due and purchase order number.

- c) Monthly invoices must also include a one-page summary of the services provided within that month and the specific outcomes.
- d) All payments for work completed on the Campaign will be made in arrears. No payments will be made in advance of products or services being provided.

**NONCOLLUSION DECLARATION**

to be executed by Bidder and  
submitted with Bid

To: State Center Community College District on behalf of  
Central/Mother Lode Regional Consortium

Bid Number and Title:

**CRC RFQ No. 2018/19- CRC-001-RW-RFP – Marketing Related  
Consultants.**

I, \_\_\_\_\_, declare that I am

\_\_\_\_\_ of \_\_\_\_\_,

the party making the foregoing bid, that the bid is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the bid is genuine and not collusive or sham; that the bidder has not directly or indirectly induced or solicited any other bidder to put in a false or sham bid, and has not directly or indirectly colluded, conspired, connived, or agreed with any bidder or anyone else to put in a sham bid, or that anyone shall refrain from bidding; that the bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix any overhead, profit, or cost element of the bid price, or of that of any other bidder, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the bid are true, and, further, that the bidder has not, directly or indirectly, submitted his or her bid price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham bid.

I declare under penalty of perjury under the law of the State of California that the foregoing is true and correct.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

## HOLD HARMLESS AGREEMENT

The Vendor agrees to and does hereby indemnify and hold harmless the DISTRICT, its officers, agents, and employees from every claim or demand made, and every liability, loss, damages, or expense, or any nature whatsoever, which may be incurred by reason of:

Liability for damages for (1) death or bodily injury to persons, (2) injury to, loss or theft of property, or (3) any other loss, damage or expense arising under either (1) or (2) above, sustained by the Vendor or any person, firm or corporation employed by the Vendor upon or in connection with the work called for in this Agreement, except for liability resulting from the sole negligence, willful misconduct, or active negligence of the DISTRICT, its officers, employees, agents or independent vendors who are directly employed by the DISTRICT; and

Any injury to or death of persons or damage to property caused by any act, neglect, default or omission of the Vendor, or any person, firm, or corporation employed by the Vendor, either directly or by independent contract, including all damages due to loss or theft, sustained by any person, firm or corporation, including the DISTRICT, arising out of, or in any way connected with the work covered by this agreement, whether said injury or damage occurs either on or off school DISTRICT property, if the liability arose from the negligence or willful misconduct of anyone employed by the Vendor, either directly or by independent contract.

The Vendor, at his own expense, cost, and risk, shall defend any and all actions, suits, or other proceedings that may be brought or instituted against the DISTRICT, its officers, agents or employees, on any such claim, demand or liability, and shall pay or satisfy any judgment that may be rendered against the DISTRICT, its officers, agents or employees in any action, suit or other proceedings as a result thereof.

SUBMITTED BY:

COMPANY \_\_\_\_\_

SIGNATURE \_\_\_\_\_

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

DATE \_\_\_\_\_

*In accordance with the Corporations Code of California, any contract entered into by any corporation with State Center Community College DISTRICT shall be signed by two officers of the corporation: the president/CEO or any vice president AND the secretary or the treasurer/CFO or any assistant treasurer. If bidder is a corporation, and signer is not an officer, attach certified copy of by-laws or resolution authorizing execution. If bidder is a corporation, affix corporate seal. If signer is an agent, attach power of attorney. If bidder is not an individual, list names of other persons authorized to bind the organization.*

## CERTIFICATE REGARDING WORKERS' COMPENSATION

Labor Code Section 3700 in relevant part provides:

Every employer except the State shall secure the payment of compensation in one or more of the following ways:

1. By being insured against liability to pay compensation by one or more insurers duly authorized to write compensation insurance in this State.
2. By securing from the Director of Industrial Relations a certificate of consent to self-insure, which may be given upon furnishing proof satisfactory to the Director of Industrial Relations, of ability to self-insure and to pay any compensation that may become due to employees.

I am aware of the provisions of Labor Code Section 3700 which require every employer to be insured against liability for workers' compensation or to undertake self-insurance in accordance with the provisions of that code, and I will comply with such provision before commencing the performance of the work of this contract.

---

Proper Name of Bidder

By: \_\_\_\_\_

Date: \_\_\_\_\_

## PROPOSAL SIGNATURE FORM

**Due Date: NO LATER THAN 3:00 P.M. ON JUNE 11, 2018**

The undersigned officer, having become familiar with the Request for Proposal, the specifications, the contract terms and conditions, the solicitation conditions, and the instructions for completing the proposal form, hereby offers to provide the products and services described in the request for proposal #2018/19- CRC-001-RW-RFP for the **State Center Community College District Central/Mother Lode Consortium (CRC) CTE Rebranding and Marketing Campaign**, in the amounts proposed in your response. A duly executed copy of the signature page of this proposal document must accompany your response.

Company Name \_\_\_\_\_

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

Name of Authorized Signer \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Number of Addenda received, acknowledged and incorporated into this Proposal: \_\_\_\_