

Request for Proposal (RFP)

WCCC Marketing/Branding Campaign

Direct Questions To: James M. Evers – Director WCCC (see Contact Section)

Posting Date: December 8, 2020

Response Deadline: January 4th at 11:00 AM EST, 2021

Proposer Name: _____

Submit the original, sealed proposal to:

Warren County School District
Attn: Matt Jones, Grant & Foundation Development
6820 Market St.
Russell, PA 16345

Introduction

The Warren County School District (the “District” or “WCSD”) is requesting proposals for the development and implementation of a Marketing/Branding Campaign supporting the Warren County Career Center (WCCC).

Proposals will be received and accepted until 11:00 A.M. EST, January 4th, 2021, at the WCSD Central Administration Office. Late or incomplete proposals will not be accepted. The service provider assumes the risk of any delays that may be associated with the District receiving its proposal and is encouraged to confirm with the District (specifically Matt Jones) that its proposal has been received in advance of the deadline.

Proposal Objective/Description of Service

The District is seeking proposals from qualified vendors for the development of a set of marketing goals, supported by a one-year marketing/branding campaign, for the Warren County Career Center. The intent of the collective marketing effort is to improve community attitudes towards, and understanding of, the WCCC and its programs of study to improve enrollment across all student demographics and program areas.

Information on the WCCC may be found at <https://www.wcsdpa.org/Domain/226>.

The WCCC provides vocational/technical education opportunities to the students of the Warren County School District. The WCSD is a countywide school district in northwestern Pennsylvania. The district is primarily rural, covers 788 square miles, and serves approximately 4,200 students.

Scope of Work

All proposals will outline proposed work in the following areas:

Strategy/Goals Development

- Provide the WCCC with expert guidance on the development and implementation of marketing strategies and goals
- Create a marketing plan in support of established WCCC objectives that includes key performance indicators (KPIs).
- Create regular (i.e. - monthly, quarterly, etc.) reporting to facilitate client monitoring of progress against objectives, KPIs, and budget expenditures.

Marketing Research

- Conduct research as necessary to guide development of strategies and goals
- Create and distribute, with the assistance of the WCCC and/or WCSD, any necessary surveys of Warren County School District families to facilitate strategy and/or goal development.

Branding

- Advise on the development of a WCCC brand for use in this, and future, marketing efforts.
- Recommend to the WCCC methods of maintaining brand consistency.

Campaign Development and Implementation

- Develop a specific, one-year, marketing plan focused on achieving the agreed upon goals.
- Provide strategic campaign support, including planning, development, and execution of multi-channel efforts.
- Develop branded material for use in the campaign.
- Provide graphic design and content development to support the creation of digital, print, and collateral material as required by the campaign.

- Recommend/design social media elements in support of the campaign's goals.

Budget and Timeline

All work developed through the RFP will be funded through a federal grant. Proposals shall not exceed \$22,000. All invoicing for work and materials must be submitted to the WCCC/WCSD on a regular basis for review and reimbursement; final invoicing must be submitted by June 30, 2021, at which point the contract will terminate unless an extension is mutually agreed to. No payment shall be deemed late if it is paid by the WCSD within 30 days of receipt.

Proposal Content and Submission

Business Organization

- State the full name and address of your organization and, if applicable, the parent, subsidiary, or subcontracted entity that will perform or assist in performing the work contained in your proposal.
 - Include the contact telephone and/or mobile telephone number, fax number, email address, and company web address, as applicable.
- Provide a statement of ownership that describes the type of business entity (sole proprietorship, corporation, LLC, etc.) and list the majority/minority owners.
 - List if you are woman- or minority owned business.
- Include a copy of your Form W-9, Request for Taxpayer Identification Number and Certification.

Qualifications

- Provide a brief description of your firm, including its founding and history; number of employees; service areas; and awards or other forms of recognition.
- Describe why and how your firm is best positioned to serve as the WCCC's marketing strategist, implementer, and advisor.
- Provide three (3) references with similar projects that would substantiate your qualifications to perform this project. Include the name, address, and telephone number of the reference's contact person.

Statement of Proposal

- Provide a narrative statement of your proposal addressing each of the sections outlined in the Scope of Work.
- Describe the approach your firm would undertake to successfully complete the tasks described in the Scope of Work.
- Provide samples of relevant work as necessary.

Authorized Staff

- Provide the name(s) and contact information of the individual(s) authorized to answer questions and negotiate with the District regarding the RFP. Please identify principal staff by name and position.

Proposal Submission

- Mail the response to the RFP to:

Warren County School District
Attn: Matt Jones
6820 Market St
Russell, PA 16345

- The proposed budget and list of itemized costs must be submitted in a separate, sealed envelope to prevent the possibility of the pricing influencing the scoring of the submission against established evaluation criteria.
- Failure to submit the price per unit and itemized costs in a separate, sealed envelope will result in disqualification.

By submitting a proposal, each service provider certifies that it has not combined, conspired or agreed to intentionally rig, alter or otherwise manipulate, or cause to be rigged, altered or otherwise manipulated, its proposal for the purpose of allocating purchases or sales to or among persons, raising or otherwise fixing the prices of the goods or services, or excluding other persons from dealing with WCSD. By submitting its proposal, each service provider certifies that its proposal is made without collusion or fraud and that it has not offered or received any kickbacks or inducements from any other service provider, supplier, manufacturer, or related entity in connection with its proposal.

A contract award must not be made to parties listed on the government-wide exclusions in the system for award management (SAM) in accordance with OMB Guidelines at 2 CFR § 180, relating to "Debarment and Suspension." The service provider represents that it has not been and is not currently listed on the government-wide exclusions, nor been debarred or suspended from participating in any state or local public contracts. The service provider further agrees to immediately notify WCSD if the service provider is later listed on the government-wide exclusions in SAM, or is debarred, suspended, or otherwise excluded by agencies or declared ineligible under statutory or regulatory authority other than Executive Order 12549.

By the submission of any proposal, the service provider agrees that in the event its proposal is rejected by the WCSD for any reason and such rejection is contested by the service provider through the commencement of legal proceedings, whether in law or in equity, the WCSD shall be entitled to an award of reasonable attorney fees and costs if the WCSD's rejection of the proposal is upheld, affirmed or otherwise not set aside.

Contract

The contract between the WCSD and the service provider to which the contract is awarded shall consist of the terms and conditions of this RFP, the applicable provisions of the Uniform Grant Guidance, the District's policies and procedures governing procurement with federal grant dollars, the proposal that is submitted and accepted by the WCSD, and the following additional contract terms:

1. The contract is contingent upon the availability of grant funding. If grant funds are ultimately not available, the contract shall be null, void, and of no effect.
2. The contract may be terminated by the WCSD may for convenience upon 30 days' notice to the service provider. In the event of termination for convenience, the contract shall be prorated, the service provider shall be compensated for those services satisfactorily performed prior to the termination date, and the WCSD shall have no other liability of any kind to the service provider.
3. A service provider may not discriminate against any person upon any grounds prohibited by federal or state law. A service provider must, in all solicitations or advertisements for employees placed by or on behalf of the service provider, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, ancestry, marital status, sex, national origin, handicap, or unfavorable discharge from military service.

In the event of a conflict between this RFP (including the above contract terms), the Uniform Grant Guidance, or the District's policies and procedures governing procurement with federal grant dollars, and the proposal that is submitted and accepted by the WCSD, the parties agree that the terms and conditions of the RFP (including the above contract terms), the Uniform Grant Guidance, and the District's policies and procedures governing procurement with federal grant dollars shall govern and control.

Proposals must be received by 11:00 A.M. EST, January 4th, 2021.

Proposal Evaluation

- All proposals will be evaluated by the Selection Committee according to the following criteria:
 - Years of Experience in the Field (max. score – 20)
 - Describe principal consultant team and any required sub-consultants to be involved in the project.
 - Roles, responsibilities, and qualifications of those to be involved in the project are detailed.
 - Experience in Marketing of Vocational Institutions and/or Programs (max. score -15)
 - Describe the respondent's expertise and experience in the successful execution of projects involving vocational programs, or in projects of a similar nature.
 - Proposed Methodologies and Processes (max. score – 25)
 - Demonstrate an understanding of key requirements of the project and deliverables in the provided work plan and explanation of overall approach.
 - Thoroughly outline the proposed methodologies and processes to be used in the delivery of project objectives.
 - Include anticipated formats and timelines to be used in the project.
 - Work Samples (max. score – 15)
 - Include three (3) relevant work samples that demonstrate the quality of respondent's work on other marketing projects
 - Provide three (3) references from previous clients that indicate satisfaction with the respondent's work.
 - Price (max. score - 25)
 - Budget may not exceed \$22,000.
 - Price quote must be provided in a separate envelope for review after the technical portions of the proposals.

The selection committee will consist of the WCCC Director/Principal, the Coordinator of Grant & Foundation Development, and other technical personnel as deemed appropriate.

A virtual bid opening will be held as a result of the ongoing COVID-19 pandemic. The district will publicize the time, date, and method of access of the bid opening to review submissions. Representatives from the firms who submitted bids may be called or invited to present to the Selection Committee and demonstrate their product before the final selection is made.

After initial scoring is complete, the envelopes containing the Price per item and itemized cost breakdown will be opened and evaluated to determine which proposal is most advantageous to the WCSD. In determining the service provider that is most advantageous to the WCSD, the WCSD will consider the

criteria stated above and any other criteria permitted by the Uniform Grant Guidance.

Proposals, including a fully executed Non-Collusion Affidavit, will be received at the following location:

Warren County School District
Attn: Matt Jones
6820 Market Street
Russell, PA 16345

Contact Information

Please direct all questions regarding this RFP to James Evers, Director, via e-mail at eversj@wcsdpa.org or at 814-726-1260 Ext: 3503.

Submittal Instructions

1. Complete and provide the attached Proposal Form, Non-Collusion Affidavit and appropriate notarization with your proposal.
2. NO FAXED proposals will be accepted.
3. All required materials must be submitted by a vendor as a part of its proposal by January 4th at 11:00 AM est, 2021.

Proposal Form

By signing below, the individual certifies that he/she is an authorized agent of the vendor that has the legal authority to submit a proposal on behalf of the vendor and that, if the proposal is accepted by the WCSD, the contract (as defined in the RFP) shall be legally binding on the vendor.

Vendor Name:_____

Address:_____

Phone:_____

Signature:_____ Date:_____

Print Name:_____

Title:_____

If the above vendor is awarded the contract by the WCSD, the WCSD will sign below and, upon such signature, the contract (as defined in the RFP) shall become legally binding on the WCSD and the vendor.

President, Board of School Directors

Date

ATTEST:

Secretary, Board of School Directors

Date

NON COLLUSION AFFIDAVIT

COMMONWEALTH OF PENNSYLVANIA :
: ss
COUNTY OF _____ :

I state that I am the _____ ((Title) of _____ (Name of company);
that I am authorized to make this affidavit on behalf of my company, and its directors, and
officers; and that I am the person responsible in my company for the price(s) and the amount of
this bid. I further certify that that:

(1) The price(s) and amount of this bid have been arrived at independently and without
consultation, communication or agreement with any other contractor, bidder or potential bidder.

(2) Neither the price(s) nor amount of this bid and neither the approximate price(s) nor
approximate amount of this bid, have been disclosed to any other firm or person who is a bidder
or potential bidder, and they will not be disclosed before bid opening.

(3) No attempt has been made or will be made to induce any firm or person to refrain from
bidding on this contract, or to submit a bid higher than this bid, or to submit any intentionally
high or noncompetitive bid or other form of complementary bid.

(4) The bid of my company is made in good faith and not pursuant to any agreement or discussion
with or inducement from any firm or person to submit a complementary or other noncompetitive
bid.

(5) _____ (Name of Company), its affiliates, subsidiaries,
officers, directors and employees are not currently under investigation by any governmental
agency and have not in the last four years been convicted or found liable for any act prohibited by
state or federal law in any jurisdiction involving conspiracy or collusion with respect to bidding
on any public contract.

(6) I state that _____ (Name of Company) understands and acknowledges
that the above representations are material and important and will be relied on by the Warren
County School District in awarding the contract for which this bid is submitted. I understand and
my company understands that any misstatement in this affidavit is, and shall be treated as,
fraudulent concealment from the Warren County School District of the true facts relating to the
submission of bids for this contract.

Signature: _____

Printed Name: _____

Title: _____

SWORN TO AND SUBSCRIBED
BEFORE ME THIS _____ DAY
OF _____, 2021
My Commission Expires:
Notary Public