



REQUEST FOR PROPOSALS

INTEGRATED MARKETING & COMMUNICATIONS PLAN AND STUDENT ENROLLMENT CAMPAIGN RFP # 2022-03

RFP RELEASED: 2/24/2022

Technical Questions Due: 12:00 p.m. on 3/7/2022

Proposals Due: No later than 3:00 p.m. on 3/31/2022

SUBMIT PROPOSALS TO:

San Bernardino Community College District
ATTN: Steven Sutorus, Business Manager
550 East Hospitality Lane, Suite 200, San Bernardino, CA 92408
Phone: 909-388-6911
Email: ssutorus@sbccd.edu



TABLE OF CONTENTS

1.0 INSTRUCTION TO CONTRACTORS.....4

1.1 NOTICE FOR INVITING PROPOSALS.....4

1.2 PURPOSE4

1.3 REJECTION OF PROPOSALS.....4

1.4 SUBCONTRACTORS.....4

1.5 RFP COMPLIANCE, FORMS, AND CERTIFICATES4

1.5.1 ACKNOWLEDGEMENT OF INDEMNIFICATION & INSURANCE
REQUIREMENTS4

1.5.1.1 INSURANCE POLICY REQUIREMENTS.....5

1.5.2 NON-COLLUSION AFFADAVITS.....5

1.5.3 AFFIDAVIT OF CONFIDENTIALITY AND INDEMNIFICATION
AGREEMENT5

1.5.4 DIR COMPLIANCE5

1.5.5 DEBARMENT CERTIFICATION6

1.6 CONFIDENTIALITY6

1.7 APPENDICES.....6

1.8 PROPOSAL SUBMISSION.....6

1.9 VENDOR CONDUCT.....7

1.10 QUESTIONS REGARDING THIS RFP7

1.11 CONTRACT DOCUMENT7

1.12 COST OF PROPOSAL DEVELOPMENT.....7

1.13 RFP INTERPRETATION AND ADDENDA.....7

1.14 AWARD7

1.15 INDEMNIFICATION.....8

1.16 NOTICE OF SUIT OR ACTION FILED.....8

1.17 PROHIBITED INTEREST8

1.18 FINAL CONTRACT.....8

1.19 TIMELINE9

2.0 DISTRICT & PROJECT PROFILE9

3.0 LEGAL SPECIFICATIONS13



4.0	SCOPE OF WORK	13
	EVALUATION CRITERIA	29
APPENDICES:		
	APPENDIX A – NON-COLLUSION AFFIDAVIT.....	32
	APPENDIX B – CONTRACTOR PROFILE & DESIGNATION OF NAMES	33
	APPENDIX C – FINANCIAL STATEMENTS (To be supplied by CONTRACTOR).....	35
	APPENDIX D – PROFESSIONAL SERVICES AGREEMENT (SAMPLE).....	35
	APPENDIX E – LOCAL CONTRACTOR DESIGNATION FORM	41



1.0 INSTRUCTION TO CONTRACTORS

This section will provide necessary information for CONTRACTORS to qualify as legally “responsive” to this Request for Proposals (RFP). This section should be studied carefully before attempting to respond so that proposals are not rejected on a minor technicality that could have been avoided.

1.1 NOTICE FOR INVITING PROPOSALS

Notice is hereby given that the Governing Board of the San Bernardino Community College District (SBCCD) in San Bernardino County, California is issuing a Request for Proposal for a qualified full-service communications agency to work with key college stakeholders to develop an integrated marketing and communications plan and an initial 1-year campaign to increase student enrollment, as summarized in the scope of work herein. Based on campaign results and availability of funds, SBCCD may amend the existing contract or engage the selected bidder(s) to extend the term of the service agreement. SBCCD hereby invites you to submit a Proposal according to the terms and procedures defined herein no later than 3:00 p.m. (PDT), 3/31/2022, directed to Steven Sutorus, Business Manager, at 550 East Hospitality Lane, Suite 200, San Bernardino, CA 92408 as per the specifications on file with Purchasing Office. **Due to the current office closures and the COVID-19 pandemic, this RFP submission must be sent and accepted digitally by submitting the full proposal by email to ssutorus@sbccd.edu.**

1.2 PURPOSE

San Bernardino Community College District (SBCCD) is seeking proposals from qualified contractors who can provide an integrated marketing and communications plan, as summarized in the scope of work herein.

1.3 REJECTION OF PROPOSALS

SBCCD’s Governing Board reserves the right to reject any or all proposals or any part of each proposal; to waive any irregularity in any proposal and to determine which, in its sole judgment, best meets SBCCD’s needs to receive an award **after** successful contract negotiations. CONTRACTOR may not withdraw its proposal for a period of **one hundred eighty (180) days** after the opening thereof.

1.4 SUBCONTRACTORS

If a subcontractor will be used by SUBCONTRACTOR to comply with any portions of this RFP, that fact must be stated in the proposal. The names of the subcontractors and their duties shall be specified in the proposal.

1.5 RFP COMPLIANCE, FORMS, AND CERTIFICATES

1.5.1 ACKNOWLEDGEMENT OF INDEMNIFICATION AND INSURANCE REQUIREMENTS

There are certain indemnifications and insurance provisions which must be included in the final agreement(s) with SBCCD. The CONTRACTOR shall maintain Workers’ Compensation Insurance as required by statute and shall submit a certificate of such insurance with its proposal response. SBCCD requires the following levels of coverage:

- A. Commercial General Liability including bodily injury personal injury and property damage in the amount of \$1,000,000 per occurrence, \$10,000,000 aggregate;



- B. Employer's Liability in the amount of \$1,000,000;
- C. Professional Liability in the amount of \$1,000,000;
- D. Automobile Liability, all automobiles, in the amount of \$300,000 for combined single limit.

1.5.1.1 INSURANCE POLICY REQUIREMENTS

The foregoing insurance coverage plans shall be primary and non-contributing with respect to any other insurance which may be maintained by SBCCD.

- A. All policies, except for Workers' Compensation and Employer's Liability and Professional Liability, shall be endorsed to include the San Bernardino Community College District as an additional insured and contain a Cross Liability or Severability Clause.
- B. The Workers' Compensation and Employer's Liability policies shall be endorsed to waive all rights of subrogation against SBCCD.
- C. SBCCD does not represent or warrant that the types or limits of insurance adequately protect CONTRACTOR'S interest or sufficiently cover CONTRACTOR'S liability. Failure by CONTRACTOR to maintain the insurance coverage plans specified herein shall be considered a material breach of this Agreement.
- D. Prior to commencing work, CONTRACTOR will furnish SBCCD with properly endorsed certificates of insurance acceptable to SBCCD which provide that the coverage will not be canceled or materially changed except upon thirty (30) days written notice to SBCCD. All certificates must be faxed or emailed, followed by a hard copy "wet ink" signed original in the mail to: San Bernardino Community College District, Attn: Steven Sutorus, Business Manager, 550 East Hospitality Lane, Suite 200, San Bernardino, CA 92408.
- E. No payments will be made to CONTRACTOR until current and complete certificate(s) of insurance are on file with the Business Services Department of SBCCD.

1.5.2 NON-COLLUSION AFFADAVITS

Affidavits are required to be completed by the CONTRACTOR declaring that the proposal is in all respects fair and without collusion or fraud. See Appendix A.

1.5.3 AFFIDAVIT OF CONFIDENTIALITY AND INDEMNIFICATION AGREEMENT

CONTRACTOR may designate selected portions of their proposal as confidential, such as proprietary information not publicly disclosed about their products. However, if a claim to release the confidential portion is made under the California Public Records Act, SBCCD will notify the CONTRACTOR of such a claim but will not defend the CONTRACTOR's rights to privacy.

1.5.4 SB 854 DIR COMPLIANCE

Bidders are advised that this contract may be a public work for purposes of the California Labor Code, which requires payment of prevailing wages. Wage rates can be obtained from the Director of the Department of Industrial Relations at <http://www.dir.ca.gov/OPRL/dprevagedetermination.htm>. As of March 1, 2015 all contractors bidding on a public works project must be registered with the Department of Industrial Relations pursuant to Labor Code section 1725.5. <http://www.dir.ca.gov/Public-Works.html>



1.5.5 DEBARMENT CERTIFICATION

CONTRACTOR must certify that its company and its principals have not been debarred, suspended, proposed for debarment, declared ineligible, are not in the process of being debarred, or are voluntarily excluded from conducting business with a federal department or agency of the federal government.

1.6 CONFIDENTIALITY

The submitted proposals and Response Forms are public records subject to public disclosure pursuant to the provisions of the Public Records Act (Government Code Section 6250). SBCCD will notify the CONTRACTOR of any public request for disclosure of such documents.

1.7 APPENDICES

The only official response to this RFP is what is submitted on the RFP Response and the appendices included with this proposal. Ancillary and supplemental comments will be considered in the evaluation but cannot substitute or contradict responses put in the forms.

Appendix A - Non-Collusion Affidavit

No additional directions are necessary. This standard form is self-explanatory.

Appendix B - CONTRACTOR Profile Form & Designation of Names

This is the official signature page for the RFP Response and where pertinent information is identified.

Appendix C - Financial Statements

Please furnish financial information that accurately describes the financial stability of CONTRACTOR.

Appendix D - Professional Services Agreement

Included in this appendix to the RFP is an example of all of SBCCD's required legal clauses. If an alternate is proposed, exact language must be included in CONTRACTOR response.

Appendix E – Local Vendor Designation

No additional directions necessary. This standard form is self-explanatory.

1.8 PROPOSAL SUBMISSION

Due to the current office closures and the COVID-19 pandemic, this RFP submission must be sent and accepted digitally by submitting the full proposal by email to: ssutorus@sbccd.edu by the proposal due date/time: 3/31/2022 at 3 p.m. All data shall be clearly and legibly written, preferably typewritten, except for signatures. Signatures must be made in the appropriate spaces in compliance with legal requirements. Changes or erasures must be initialed by the individual signing the proposal. All blank spaces provided must have entries.

No proposals may be withdrawn after submission for a period of **one hundred eighty (180) days** after the opening thereof.



1.9 VENDOR CONDUCT

During the RFP Window (from release of this RFP to Final award), CONTRACTOR is not permitted to contact any SBCCD employees or members of the Governing Board unless at the request of SBCCD's designated contact person found on the title page of this RFP or to fulfill pre-existing contractual obligations. No gratuities of any kind will be accepted, including meals, gifts, or trips. Violation of these conditions may constitute immediate disqualification.

1.10 QUESTIONS REGARDING THIS RFP

Any administrative or technical questions concerning the requirements presented in this RFP must be directed to the contact on the title page of this RFP via e-mail. Technical questions must be submitted to Steven Sutorus, Business Manager no later than 12:00 p.m. (PST) 3/7/2022 – ssutorus@sbccd.edu. The Evaluation Committee will draft responses to be posted as Addenda.

1.11 CONTRACT DOCUMENT

Certain contract language acceptable to SBCCD covering all of the services specified in this RFP are detailed in Appendix D and Section 3.0 related thereto. No terms or conditions can be added or changed by CONTRACTOR after the proposals are received by SBCCD. Attempts to change the terms or conditions specified after the proposals are received by SBCCD may cause a proposal to be rejected as non-responsive. CONTRACTOR may propose alternate and additional language to the terms provided, but are subject to negotiation and acceptance by SBCCD

1.12 COST OF PROPOSAL DEVELOPMENT

SBCCD disclaims any financial responsibility for, and CONTRACTOR shall be solely responsible for, any costs incurred by the CONTRACTOR in responding to this RFP, whether or not it is the successful CONTRACTOR, including the costs for bonding, legal costs for any reason, visitation/travel expenses, reproduction, postage and mailing, and the like.

1.13 RFP INTERPRETATION AND ADDENDA

Any changes, clarifications, or other interpretations regarding this RFP may be sent by SBCCD to each CONTRACTOR who has received or requested an RFP and in addition, will be posted on District's website. These Addenda will become part of the RFP and will be included by reference in the Final contracts between the CONTRACTOR(s) and SBCCD.

1.14 AWARD

As explained above, any award is subject to successful contract negotiations between SBCCD and the selected CONTRACTOR. Selection as the Preferred CONTRACTOR is not an award and the process will be concluded with the execution of the final agreement(s) with the CONTRACTOR concerned pursuant to Governing Board authorization.

The final Agreement(s) shall be signed by the successful CONTRACTOR and returned, within ten (10) working days after the Agreement has been mailed or otherwise delivered to CONTRACTOR. No Agreement shall be considered as in effect until it has been fully executed by all of the parties thereto. Failure to execute the Agreement within ten (10) working days after the Agreement has been mailed or otherwise delivered to the



successful CONTRACTOR shall be just cause for the cancellation of the award. Award may then be made to an alternative CONTRACTOR (selected by the Committee), or the proposal may be re-advertised as SBCCD may decide.

1.15 INDEMNIFICATION

CONTRACTOR agrees to indemnify, save and hold DISTRICT, its officers, agents and employees harmless from any liability for any claims, accusations, or suits at law or in equity, or in any administrative proceeding, that may be brought by third persons on account of personal injury, death, or damage to property, or a property of business or personal interest, or for any fine, forfeiture or civil penalty arising from any act or omission by CONTRACTOR, its officers, agents, or employees while performing operations under the Agreement.

DISTRICT agrees to indemnify, save and hold CONTRACTOR, its officers, agents and employees harmless from any liability for any claims, accusations, or suits at law or in equity, or in any administrative proceeding, that may be brought by third persons on account of personal injury, death, or damage to property, or a property of business or personal interest, or for any fine, forfeiture or civil penalty arising from any act or omission by DISTRICT, its officers, agents, or employees while performing operations under the Agreement.

The rights and obligations created by this indemnification provision shall survive termination or expiration of this Agreement.

1.16 NOTICE OF SUIT OR ACTION FILED

The CONTRACTOR shall give SBCCD immediate notice of any suit or action filed or prompt notice of any claim made against SBCCD arising out of the performance of this contract. The CONTRACTOR shall furnish immediately to SBCCD copies of all pertinent papers received by the CONTRACTOR. If the amount of the liability claimed exceeds the amount of insurance coverage, the CONTRACTOR shall authorize representatives of SBCCD to collaborate with counsel for the insurance carrier, if any, in setting or defending such claim.

1.17 PROHIBITED INTEREST

No Board member, officer, or employee of the San Bernardino Community College District or of a local Public Body during his/her tenure or for one year thereafter shall have any interest, direct or indirect, in this contract or the proceeds thereof. If any such interest comes to the knowledge of any party at any time, a full and complete disclosure of all such information will be made in writing to the other parties, even if such interest would not be considered a conflict of interest under Article 4 of Chapter 1 of Division 4 of Title 1 (Sections 490-497) of the Government code of the State of California.

1.18 FINAL CONTRACT

The following documents are considered part of the final agreement:

- A. The final agreement between SBCCD and the CONTRACTOR(s);
- B. All schedules, implementation plans, service descriptions, and the like developed during the proposal evaluation phase for inclusion in the Final agreement;
- C. The CONTRACTOR proposal in total, including all addenda and attachments;



D. This RFP as originally released, with Appendixes, Exhibits, and any addenda released prior to proposal opening;

E. RFP Response and any addenda released prior to proposal opening.

SBCCD may terminate any resulting Agreement(s) for convenience at any time by giving the CONTRACTOR written notice thereof. Upon termination, SBCCD shall pay the CONTRACTOR his allowable cost incurred to date of termination, and those costs deemed reasonably necessary by SBCCD to effect such termination. The effective date of termination shall be the date of Notice of Termination.

1.19 TIMELINE

The anticipated timeline, subject to change, for the complete process is as follows:

<u>Event</u>	<u>Tentative Date</u>
RFP Release – Response Window Opens	2/24/22
Technical Questions Due	3/7/22
Proposals Due – Response Window Closes - 3:00 pm	3/31/22
Vendor Interviews (<i>if applicable</i>)	4/20/22
Preferred Vendor selected, contract negotiations	4/22/22
Contract subject to Governing Board approval	5/12/22

2.0 DISTRICT & PROJECT PROFILE

Opportunity is Here:

Founded in 1926, the San Bernardino Community College District is the home of Crafton Hills College, San Bernardino Valley College, and Empire KVCR, the primary NPR and PBS affiliate station for the Inland Empire. We provide access to quality affordable higher education and career training to nearly 20,000 students each year.

We proudly serve local students and families from 22 cities/unincorporated communities, including the following K-12 feeder school districts:

- Bear Valley Unified School District
- Colton-Joint Unified School District
- Redlands Unified School District
- Rialto Unified School District
- Rim of the World Unified School District
- San Bernardino City Unified School District
- Yucaipa-Calimesa Unified School District

Our doors are open to all, regardless of who you are or where you come from.



Nearly 150 Academic and Hands-On Career Training Programs.

We prepare our students for career success and transfer to four-year universities. We offer nearly 150 academic and career training programs to enter careers in:

- Science, Technology, Engineering, Math
- Business, Manufacturing, Industry, and Transportation
- Public Service, Behavior, Culture, and Society
- Public Safety, Health Services, and Athletics
- Hospitality, Creative and Fine Arts, Communication, and Design

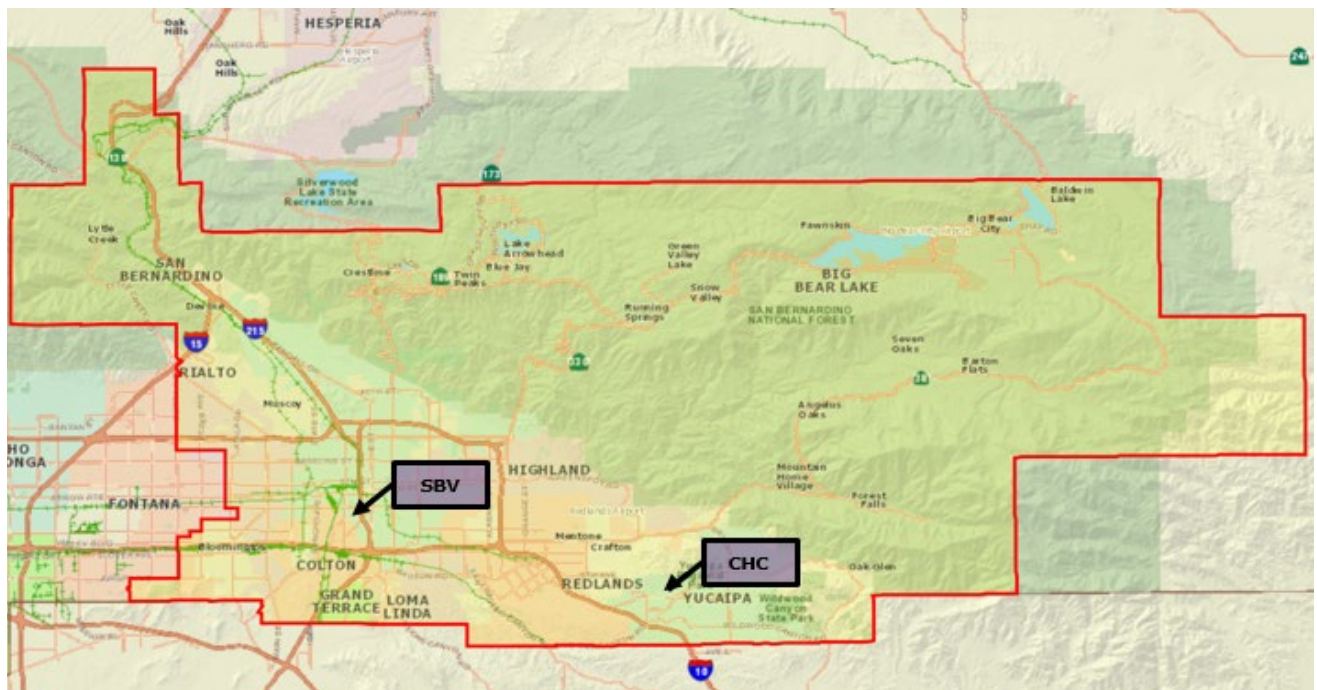
Tuition is Low and Financial Aid is High.

Nearly 8 out of 10 students at Crafton Hills College and San Bernardino Valley College pay \$0 tuition fees when they complete the Free Application for Federal Student Aid (FAFSA) or California Dream Act Application.

Highly Accredited. Highly Respected.

In 2021, Crafton Hills College and San Bernardino Valley College received the highest level of accreditation from the Accrediting Commission for Junior and Community Colleges for our educational quality and the caliber of our people. For our students and graduates, this means that your education and career training will be respected wherever you go.

SBCCD's Geographic Service Area





The Challenge and Opportunity

The San Bernardino Community College District, home of Crafton Hills College and San Bernardino Valley College, is seeking proposals for a dynamic, full-service communications agency to work with key college stakeholders to develop an integrated marketing and communications plan and an initial 1-year campaign to increase student enrollment. Based on campaign results and availability of funds, SBCCD may amend the existing contract or engage the selected bidder(s) to extend the term of the service agreement.

The Challenge:

- **SBCCD's student population has declined more than 15 percent since the pandemic started**, mirroring state and national trends in public higher education. In response, Crafton Hills College and San Bernardino Valley College have incentivized enrollment by providing all students one year of free textbooks/course materials, emergency grant aid, and other basic needs services -- yet the enrollment decline persists.
- **SBCCD recognizes the health, emotional, social, and economic effects** the pandemic has had in the lives of students and the broader community. Their high-anxiety daily lives are changing their family dynamics, social relationships, work, and educational priorities.
- **SBCCD's traditional students are postponing their college education.** Some students stopped attending classes because they don't like remote instruction. Others are participating in the local labor force, primarily in the warehouse/supply chain industry and other front-line essential jobs. Despite the availability of afternoon, weekend, and in-person classes (as of February 28, 2022, at SBCCD), lower-income adults may perceive that going to college now means giving up a shift at work and a much-needed paycheck.
- **SBCCD does not have an updated integrated marketing plan** that aligns efforts among its two colleges. While the district and college Marketing Directors meet regularly, each college executes independently-branded enrollment marketing campaigns with varying levels of resources and outcomes. The district's colleges have an informal non-compete agreement that loosely divides SBCCD's geographic area between Crafton Hills College to the east, and San Bernardino Valley College to the west for the purposes of advertising and K-12 outreach.

The Opportunity:

- **In light of current events, SBCCD seeks to redefine** Crafton Hills College and San Bernardino Valley College's value proposition and brand voice to reconnect authentically with the recent life experiences, and immediate and long-term aspirations of today's students. SBCCD welcomes opportunities to co-brand its colleges and pursue greater marketing alignment to increase both colleges' visibility and relevance within the entire service area.



- **SBCCD must reassert its value** with individuals who are weighing the short-term benefits of a high hourly wage vs. the long-term benefits of a degree. Read the news story, “More than 1 million fewer students are in college. Here’s how that impacts the economy” by Elissa Nadworny at <https://www.npr.org/2022/01/13/1072529477/more-than-1-million-fewer-students-are-in-college-the-lowest-enrollment-numbers->.
- **The California Community Colleges system office has conducted market research** to develop a statewide public awareness campaign to bring students back to the 116 community colleges across California. Some of the key findings from the research helped identify what students are looking for when they are at a community college, such as a supportive environment that can provide resources to help them succeed. Research documents can be found here: <https://assets.cccco.edu/web/73382762ac4b6777/campaign-research-reports-2021/>.
- **SBCCD expects the selected agency to craft a locally-tailored strategy** that resonates with SBCCD’s target audiences in the Inland Empire. Through a culturally-competent comprehensive marketing plan and public awareness campaign, SBCCD aims to drive student enrollment at Crafton Hills College and San Bernardino Valley College.

Target Audiences

Although this is a general marketing campaign intending to reach SBCCD’s geographic service area, there are certain audiences that require more emphasis due to steep enrollment declines. The campaign will focus on the following target audiences, including low-income and disadvantaged students, Latinos, Black/African American, AAPI, and AIAN students, as well as current and former foster youth and veterans.

Primary Target Audiences: *

- **First-generation teens and young adults ages 16–24 years old** with an annual household income at or below \$55,000, including high school juniors and seniors and recent graduates, as well as current and prospective community college students.
 - Focus should be given to those students who stopped attending college when the pandemic began, as well as part-time workers in warehouses, retail, hospitality, ride-share, and delivery services.
- **Adults ages 25-54 with an annual household income at or below \$55,000**, including active-duty military and veterans, with an emphasis on those who are unemployed as well as part-time workers in warehouses, retail, hospitality, ride-share, and delivery services.
- **There should be an equal emphasis given to both 16-24-year-olds (Gen Z) and 25-54-year-olds (Millennials and Gen X).*



Secondary Target Audiences:

- **Influencers/Stakeholders**
 - Social media influencers on TikTok, Instagram, and YouTube
 - Parents and guardians (multilingual, immigrant, without/some college education)
 - High school counselors and teachers
 - Community college counselors
 - Athletic coaches
 - Social workers
 - Faith-based leaders
 - Community-based organizations
 - Employers
 - City, county, state, and federal policymakers

3.0 LEGAL SPECIFICATIONS

SBCCD's Legal Specifications are contained in a sample contract template in Appendix D. This reflects the terms and conditions necessary to be included in the Final agreement(s) for the products and services specified herein. These specifications are to be used as the basis for the Final agreement(s) but are negotiable. The purpose will be to standardize the evaluation of the CONTRACTOR agreements and to augment them where there are provisions required by SBCCD that are not included in the existing CONTRACTOR agreements. SBCCD requires that each of these specifications be addressed in the Final agreement(s) in essentially the language provided or some acceptable substitute language. The inclusion of the CONTRACTOR standard forms and/or boilerplate does not constitute a response to these Legal Specifications.

4.0 SCOPE OF WORK

In consultation and collaboration with the District's Senior Director of Marketing, Public Affairs & Government Relations, the college Directors of Marketing & Public Relations, the Chancellor's Cabinet (district executives and college presidents) as well as other college officials as appropriate, the selected firm and contractors shall:

- 1) Consider the evolving attitudes of SBCCD's target audiences resulting from the COVID-19 pandemic to:
 - a) Develop a SWOT communications analysis of SBCCD, Crafton Hills College, and San Bernardino Valley College's existing enrollment marketing messages online and in printed materials;
 - b) Develop a unique brand value proposition that drives enrollment at SBCCD, Crafton Hills College, and San Bernardino Valley College; and
 - c) Develop audience-centered talking points that are credible, helpful, and culturally and linguistically appropriate to mobilize target audiences to enroll at Crafton Hills College and San Bernardino Valley College.



- 2) Develop a multi-year integrated marketing and communications strategy, and work plan focused on driving student enrollment and distinguishing the San Bernardino Community College District, Crafton Hills College, and San Bernardino Valley College from neighboring two-year colleges and private trade schools.
- 3) Develop a public awareness campaign to drive enrollment at Crafton Hills College and San Bernardino Valley College for the 2022-23 academic year. Based on campaign results and availability of funds, SBCCD may amend the existing contract or engage the selected bidder(s) to extend the term of the service agreement.
- 4) Provide a wide range of services including advertising buys, creative concepts and production, project management, copywriting, editing, translations, website content, social media graphics and strategies, quantitative and qualitative research, collateral material development and distribution, community/faith-based/government outreach, college in-reach and high school outreach strategies and implementation, strategic state and business partnership development and management, and video production.
- 5) Develop a co-branded print/digital viewbook showing SBCCD, Crafton Hills College, and San Bernardino Valley College's offerings for prospective students, including academic and career training programs, financial aid opportunities, student life, and steps to enrollment.
- 6) Design and produce social media videos, graphics, and messaging to promote Crafton Hills College and San Bernardino Valley College, and their collective academic and career training programs.
- 7) Design and produce welcome videos for enrolling students with an orientation to each colleges' financial aid services, academic counseling, tutoring, library, transfer center, veterans resource center, Dreamers resources, food pantries, student clubs and organizations, and athletic programs.
- 8) Provide door-to-door flyer/pamphlet distribution and/or postcard mailers within targeted neighborhoods in SBCCD's service area.
- 9) Design, launch, and support a text messaging campaign that provides first-time and returning students with guidance to enroll at Crafton Hills College or San Bernardino Valley College.
- 10) Design, launch, and support a phone call campaign that provides first-time and returning students with guidance to enroll at Crafton Hills College or San Bernardino Valley College.
- 11) Produce and buy outdoor advertising that enhances college brand visibility at large-scale community events, near K-12 schools, shopping centers, major roads, highways, and other strategic locations.



- 12) Produce and buy radio (traditional and streaming) advertising spots on English and Spanish-language stations.
- 13) Produce and buy advertising-on social media networks.
- 14) Provide mobile geofencing, search engine optimization, OTT, and other high-impact digital advertising.
- 15) Track the results by providing analytics for each campaign that covers impressions, delivery rates, open rates, click-through rates, view rates and consider demographics, time of day, and other factors that can inform decisions for improvements in future campaigns.
- 16) Provide a report at the conclusion of each campaign.
- 17) Produce digital and print materials that follow the Americans with Disabilities Act (ADA) and Web Content Accessibility Guidelines.
- 18) Ensure payments to sub-contractors, media partners, or others are made in accordance with SBCCD policies and procedures.

Campaign Budget

The Proposer shall propose costs to fully leverage SBCCD's efforts and funds. SBCCD has a fixed budget not to exceed \$900,000 and is seeking to maximize the dollars to fulfill the scope of work of this RFP, through June 30, 2023. Based on campaign results and availability of funds, SBCCD may amend the existing contract or engage the selected bidder(s) to extend the term of the service agreement.

Key Campaign Timeframes

The goal is to develop and execute a plan that keeps the colleges top of mind throughout the year with an emphasis on annual key timeframes of:

- Summer 2022 Enrollment (March-June)
- Fall 2022 Enrollment (March-August)
- High School Graduations (May-June)
- High School Back to School (August-September)
- Financial Aid Awareness for FAFSA/CA Dream Act Application (October-November)
- Spring 2023 Enrollment (October-January)
- Financial Aid Reminder for FAFSA/CA Dream Act Application (January-March)



Errors in Proposals

If Respondent discovers an error in their Proposal submitted in response to this RFP, it is the Respondent's responsibility to present all corrections during the RFP window (the time following the RFP release and the date the RFP Responses are due).

Corrections received after the RFP window may result in disqualification from consideration.

Limitations

SBCCD will not be obligated in any way by any Respondent's response to this RFP. The issuance of this RFP does not constitute an assurance that any agreement will be entered by any parties and SBCCD expressly reserves the right to:

- Request additional information and data from any or all Respondents.
- Supplement, amend, or otherwise modify the RFP or cancel this request with or without the substitution of another RFP.
- Disqualify any Respondent who fails to provide information or data requested herein or who provides inaccurate or misleading information or data.
- Disqualify any Respondent based on any real or apparent conflict of interest.
- Disqualify any Respondent based on past performance on other projects.
- Negotiate with any Respondent to this RFP and shall have the sole discretion to choose the best combination of qualifications and price for the services described in this RFP.
- Select one, multiple, or none of the Respondents to provide the services, or portions thereof, as described in this RFP.
- Use any or all ideas or concepts presented in any Proposal. Selection or rejection of the Proposal does not affect this right.

Proposal Format

Proposals should be of professional caliber in content and appearance. All descriptions and information should be clear, concise, and provide sufficient information to minimize questions and assumptions. SBCCD accepts no financial responsibility for any costs incurred in the preparation of Proposals. Upon receipt, all Proposals submitted in response to this RFP will become the property of SBCCD. Respondents are hereby notified that SBCCD is a public agency subject to the California Public Records Act (CPRA) and any Proposals, or portions thereof, submitted to SBCCD in response to this or other RFPs may be subject to disclosure under CPRA.

The following 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:



Table of Contents

Cover Letter

The cover letter must include the following:

- 1) Name of Respondent's business entity, mailing address, website address and name, telephone number, and e-mail address of the individual to communicate with if further information is desired.
- 2) A statement acknowledging, as of the Proposal submission date, Respondent and its Subcontractors maintain the staff, work facilities, equipment, and all other required resources for performing all services as required by this RFP.
- 3) A statement acknowledging that the 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.
- 4) A statement acknowledging that Respondent and its Subcontractors and vendors are aware that payments will not be made in advance of services or products being provided.
- 5) A statement acknowledging that Respondent has the ability to carry campaign costs ranging from \$100,000 to \$900,000 for up to 90 days. Along with this statement, Respondent must attach their most recent balance sheet, income statement, or letter confirming an available line of credit as proof of funds to carry these costs. While it is highly unlikely that any Respondent would have to carry costs for up to 90 days, the ability to do so speaks to their financial stability. Respondent may mark each page of the document as "Proprietary."
- 6) 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, title, phone number and email address must be included under the signature.

Background and Experience*

- 1) Provide a history of Respondent's business, including date of establishment, services provided, and areas of expertise.
- 2) Provide the size of the business by headcount at each office location.
- 3) Provide the physical address from which the primary work of this campaign would be performed.



- 4) Provide list of all current and past clients over the previous 36 months.
- 5) Demonstrate expertise, consistency, and longevity by describing Respondent's experience on two to three similar campaigns completed within the last three years. Include the name of the client, campaign goals, budget, and description of work performed.
- 6) Demonstrate experience reaching the campaign's target audiences including low-income and disadvantaged students, Latino, Black/African American, AAPI, and AIAN students, and working collaboratively with partner organizations to reach these audiences. Please include budget, creative work samples, and results achieved.
- 7) Demonstrate expertise in managing branding campaigns and success delivering multifaceted messaging so that the call to action and the brand are clearly communicated and resonate with diverse audiences. Include examples of past successes.
- 8) Include creative samples from campaigns (print, video, digital, social media, website, and radio) created within the last five years that further illustrate Respondent's skill, creativity, talent, and experience.

**Work samples become the property of SBCCD and will not be returned.*

Staff

- 1) Designate a senior-level staff person(s) to provide regular comprehensive oversight and strategic direction on all campaign projects and activities. Provide name, title, resume, description of qualifications, experience leading large teams and campaigns, length of time with the agency, and a summary of similar work performed, including demonstrated experience reaching the campaign's target audiences and/or working collaboratively with partner organizations to reach these audiences.
- 2) Designate a qualified staff person who will be the day-to-day lead contact for the campaign. The day-to-day lead contact must have at least five years' experience managing campaigns of similar size and scope. Provide name, title, resume, description of qualifications, experience leading large teams and campaigns, length of time with the agency, and a summary of similar work performed, including demonstrated experience reaching the campaign's target audiences and/or working collaboratively with partner organizations to reach these audiences. Substitution of lead day-to-day contact may not be made without advanced written approval by the SBCCD Chancellor's Office.
- 3) List all additional staff who will perform services on the campaign. For each person listed, document the services they will perform for the campaign, provide their name, title, billing rate, a brief resume, a description of their qualifications, length of time with the agency, and a summary of similar work performed.



- 4) Provide an agency-wide organizational chart.
- 5) The Respondent will be responsible for overseeing the entire campaign, communicating the overall strategy and direction of the campaign to subcontractors, managing all subcontractors, and ensuring quality and accuracy of deliverables, timelines, and billing. Please identify the specific project management structure. Include an organizational chart indicating the internal reporting structure for all personnel involved with the campaign, including subcontractors.

Subcontractors

List Respondent's proposed subcontractor(s), if any, and document the services to be subcontracted. For all subcontractors identified, provide contact information, organizational background information, staff resumes, an organizational chart, description of tasks to be performed, billing rates, and qualifications, including demonstrated experience reaching the campaign's target audiences. Please explain how subcontractors will work with the campaign on a day-to-day basis to further the goal of consistently and effectively reaching diverse audiences. All Subcontractors included in the proposal are subject to the final approval of SBCCD. SBCCD reserves the right to request the removal, addition, or substitution of any subcontractor.

Work Plan*

Respondents must develop a preliminary work plan for services to be provided from May 13, 2022, through June 30, 2023 describing the strategy and tactics for meeting the services required by this RFP using a budget not to exceed \$900,000. Based on campaign results and availability of funds, SBCCD may amend the existing contract or engage the selected bidder(s) to extend the term of the service agreement.

Respondents must submit a work plan that demonstrates a clear understanding of campaign objectives, key timeframes, and target audiences and is inclusive of, but not limited to, all required items below.

All campaign activities suggested in the workplan must state goals with performance measures and benchmarks built-in. The campaign was created with the intention of driving enrollment among the identified target audiences at Crafton Hills College and San Bernardino Valley College. The success of college marketing campaigns has historically been measured by the total number of impressions achieved through campaign efforts. However, SBCCD is looking for Respondents to suggest innovative strategies and metrics to measure the campaign's impact beyond impressions.

Respondent shall provide a comprehensive campaign calendar or flow chart, showing the timing and coordination of all proposed campaign activities over the course of May 13, 2022, through June 30, 2023.



While the work plan will be the roadmap for the campaign's activities throughout the year, the Respondent's senior-level staff must be proactively involved in making recommendations to shift strategies and messaging as the market, social, political, and economic landscapes evolve and change. The work plan submitted by the chosen Respondent is **not** considered final or binding. Revisions to the work plan may be required by the SBCCD Chancellor's Office and/or the Project Managers after awarding the agreement.

**Costs to develop the proposal materials and work samples are entirely the responsibility of the Respondent and will not be reimbursed. SBCCD reserves the right to use any or all ideas or concepts presented in any proposal. Selection or rejection of the proposal does not affect this right.*

The work plan shall include:

1) Integrated Marketing and Communications Plan and Strategy

Respondents must develop a multi-year integrated marketing and communications plan and strategy describing how to best integrate and/or coordinate brand visuals, messages, and public outreach among the San Bernardino Community College District, Crafton Hills College, and San Bernardino Valley College.

The integrated marketing and communications plan must consider the evolving attitudes of SBCCD's target audiences resulting from the COVID-19 pandemic and include:

- a. A SWOT communications analysis of SBCCD, Crafton Hills College, and San Bernardino Valley College's existing enrollment marketing messages online and in printed materials;
- b. A unique brand value proposition that distinguishes SBCCD, Crafton Hills College, and San Bernardino Valley College from neighboring two-year colleges and private trade schools, and ultimately, drive student enrollment;
- c. Audience-focused talking points that are credible, helpful, and culturally and linguistically appropriate to mobilize target audiences to enroll at Crafton Hills College and San Bernardino Valley College; and
- d. An explanation of how the suggested strategy will elevate the overall awareness of the San Bernardino Community College District, Crafton Hills College, and San Bernardino Valley College, and drive enrollment.

2) Advertising Creative and Media Plan

SBCCD is seeking new and modern approaches to advertising that are highly effective, cost-efficient, credible, and audience-targeted in multiple languages with a clear call to



action. Using the colleges' brands, the selected Respondent(s) will be asked to build upon/refine existing messaging and develop creative assets for advertising throughout the course of the campaign agreement. The goal of the creative concepts and media plan is to drive enrollment while raising awareness of the availability of financial assistance, career training programs, and a guaranteed transfer pathway to four-year universities. Based on campaign results and availability of funds, SBCCD may amend the existing contract or engage the selected bidder(s) to extend the term of the service agreement.

- a. **Creative Concepts:** Respondent must provide multiple creative concept samples for the campaign across various advertising mediums. Advertising mediums can include but are not limited to traditional radio, TV, online video and radio, digital banners, social media, and outdoor.
- b. **Media Plan:** Respondent must include a media plan that outlines the recommended time periods with corresponding budget allocations and suggested advertising mediums occurring throughout the 12 months of the agreement. The respondent must provide a plan for evaluating the media flights and adjusting on a regular basis to ensure optimal performance and maximize the budget.

**SBCCD reserves the right to use any or all ideas or concepts presented in any Proposal. Selection or rejection of the Proposal does not affect this right.*

3) Outreach

The respondent must provide a local outreach plan that reaches target audiences, through a variety of tactics, including but not limited to:

- a. **Grassroots:** Provide door-to-door flyer/pamphlet distribution and/or postcard mailers within targeted neighborhoods in SBCCD's service area.
- b. **Mobile Text Campaign:** Design, launch, and support a text messaging campaign that provides first-time and returning students with guidance to enroll at Crafton Hills College or San Bernardino Valley College.
- c. **Phone Banking:** Design, launch, and support a phone call campaign that provides first-time and returning students with guidance to enroll at Crafton Hills College or San Bernardino Valley College.
- d. **Social Media:** Provide an organic social media plan for increasing the reach and engagement of target audiences by partnering with social media influencers and posting regular content on TikTok, Instagram, YouTube, Facebook, and any additional social media platforms the Respondent suggests for SBCCD to consider. Respondents should consider how to best integrate and/or coordinate messages with the following existing social media accounts:



San Bernardino Community College District:

- <https://www.youtube.com/channel/UCp7GzYUjk5P7YQgBh5qwMzq>
- <https://www.instagram.com/sbccdcolleges>
- <https://www.facebook.com/SBCCD/>
- <https://twitter.com/SBCCDcolleges>
- <https://sbccd.medium.com/>
- <https://www.linkedin.com/company/san-bernardino-community-college-district>

Crafton Hills College

- <http://instagram.com/mycraftonhills>
- <https://www.youtube.com/channel/UCj8CSyt1ZfyvjH71crd9bMg>
- <http://www.facebook.com/pages/Crafton-Hills-College/133055280116796>
- <http://twitter.com/MyCraftonHills>

San Bernardino Valley College

- <https://snapchat.com/add/sbvalleycollege>
- <https://instagram.com/sbvalleycollege/>
- <https://www.youtube.com/channel/UCRI5CUvVDqXG6iGFIRkxTyA>
- <https://www.facebook.com/SBValleyCollege/>
- <https://twitter.com/#!/sbvalleycollege>
- <https://www.linkedin.com/school/san-bernardino-valley-college/>

- e. **Video Production:** Produce welcome/orientation videos for enrolling students highlighting each colleges' financial aid services, academic counseling, tutoring, library, transfer center, veterans resource center, Dreamers resources, food pantries, student clubs and organizations, and athletic programs.
- f. **Collateral:** Provide a plan to evaluate existing collateral as well as develop new campaign collateral materials in multiple languages, including English, Spanish, Chinese (including Mandarin, Cantonese), and Tagalog, that weave together messaging promoting enrollment along with supporting messages for career education programs, availability of financial aid and guaranteed transfer to four-year universities. This includes items such as website content, posters, brochures, and fact sheets as well as any digital collateral assets. The respondent must develop a co-branded print/digital viewbook showing SBCCD, Crafton Hills College, and San Bernardino Valley College's offerings for prospective students, including academic and career training programs, financial aid opportunities, student life, and steps to enrollment. The selected Respondent will be responsible for ensuring all collateral is ADA/Section 508 compliant. Collateral will be used at outreach events, provided to high school counselors, community colleges, local



and statewide partner organizations, legislators, and other influencers and trusted sources throughout the year. Selected Respondent(s) should consider giving the SBCCD Print Shop the first right of refusal for printing and re-ordering materials. The respondent will be required to design collateral materials with messaging and imagery developed specifically for the campaign target audiences. Due to the impacts of COVID-19 and fewer in-person events taking place throughout the Inland Empire, the Respondent will also need to evaluate which collateral items should be printed and housed at a fulfillment center and which should be created for digital use only. The items will need to be designed using the college's branding, with an emphasis on co-branding opportunities.

- g. **Partnerships:** Provide a plan to conduct outreach to recruit and maintain campaign partners such as student groups, high school counselors and administrators, faculty organizations, community-based organizations, faith-based organizations, statewide and local chambers of commerce, businesses, and other key community stakeholders. Organizations that specifically serve the campaign's target audiences should also be included. The goal of developing partnerships is to further the grassroots effort to expand campaign messaging through trusted sources.
- h. **Events:** Research and suggest multiple large-scale community events annually (both virtual and in-person) throughout the region for campaign participation reaching the general market and the campaign's target audiences including active-duty military, veterans, and foster youth. Events can include high school college fairs (on or off campus), industry conferences, community college campus events, community, faith-based and cultural events, concerts, sporting events and government-sponsored events. The respondent will be responsible for securing physical space for college information booths and/or virtual presence in online events. In some instances, community college financial aid/transfer/career education staff or marketing staff may be available to help staff events. Participation at events will be done in compliance with federal, state, and local guidance on public safety related to COVID-19.

4) Research

Utilizing the market research from the California Community Colleges as a starting point, the Respondent and/or their subcontractors will be responsible for developing research vehicles, conducting surveys or focus groups, analyzing results and developing final reports and recommendations for the following:

- a. **Awareness Survey:** The respondent must conduct a local survey that tests the awareness levels, perceptions and knowledge of the campaign within the selected target audiences. The awareness survey should be conducted in Spring 2023. Awareness survey results should be utilized to capitalize on brand equity



as new creative and messaging are developed, and as a baseline for future surveys to track awareness/attitudinal changes over time.

- b. **Focus Groups:** Conduct focus group testing for any new advertising concepts or messaging developed (this can be online, in-person or a combination of both).

5) ADA Compliance

It is crucial that all materials developed for the campaign are accessible to everyone. The respondent must demonstrate the ability to ensure that all end products, materials, and communications conform to current accessibility standards for individuals with disabilities. All materials and websites produced for the campaign must conform to the United States Section 508 Standards for Information and Communication Technology and Web Content Accessibility Guidelines (WCAG) 2.2 Level A and AA, or any subsequent versions of these requirements, and California Government Codes Section 7405 and Section 11135 or any concurrent versions of these requirements. Compliance responsibilities will include ensuring conformance of all campaign materials and websites with the most current accessibility standards through weekly, monthly, and annual testing/audits. The respondent must provide a plan and budget to remediate any current materials that are out of compliance and ensure all materials and specific print and digital materials are updated basis. SBCCD is not responsible for providing accessibility training to the selected Respondent. The selected Respondent will be responsible for covering costs out-of-pocket to remediate any materials developed for the campaign that fails the Accessibility Verification Process.

6) Administrative

Respondent will be responsible for the administrative duties associated with running the campaign, including but not limited to:

- Stay up-to-date on higher education news, resources and trends on a daily basis to provide strategic direction and relevant insights on the campaign's direction, messaging and activities.
- Participating in weekly campaign update meetings with the subcontractors and project managers to review status of campaign activities and discuss next steps in the work plan.
- Updating the work plan on a monthly basis and/or as changes are requested.
- Providing the SBCCD Chancellor's Office and project managers with monthly and year-end progress reports that tie into the goals, objectives and metrics identified in the work plan (including website, social media and advertising analytics) and any other reports as requested.



- Submitting monthly billing packets to SBCCD's Accounting Department. The selected Respondent(s) must adhere to strict billing timelines and procedures as outlined below. Failure to do so will result in delay of payment. More detailed guidelines and training on billing procedures will be provided by SBCCD after awarding of an agreement. The respondent must acknowledge that they understand and are capable of meeting the following requirements:
 - Monthly invoices must include a one-page summary of the services provided within that month and the specific outcomes.
 - Invoices must include detailed documentation for all hourly services, materials, and products being billed by the Respondent and its subcontractors.
 - All invoices, including subcontractor and third-party invoices, must be reviewed by the Respondent's day-to-day contact and any errors must be corrected before submitting the invoices to SBCCD's Business Services.
 - Any invoices not in compliance with the billing guidelines will be returned and will result in the delay of payment. This will be a time-consuming task and it is expected that the Respondent has a dedicated staff person in place to help review and correct invoices before they are submitted to SBCCD.
 - The respondent must acknowledge they already have a billing system/software in place to manage and track a large number of subcontractor and third-party invoices, receipts, and travel reimbursements submitted each month.

7) Cost Proposal

Respondent must submit a clear, complete, and itemized cost proposal that is responsive to the financial pressures currently faced by SBCCD and addresses all costs associated with the implementation of the requirements outlined in this RFP and any additional items outlined in the Respondent's proposal. The respondent may provide a cost proposal in the form of a flat monthly fee, hourly staff rates charged on a monthly basis, or a combination of the two. The cost proposal must also outline the following:

- a. If the cost proposal is based on hourly rates, please provide titles and hourly rates for all staff who will work on the campaign, including subcontractors.
- b. Please indicate if the hourly staff rates provided in the cost proposal reflect a discount from your standard rates, and if so, how much. Hourly rates should be inclusive of costs associated with fulfilling the requirements of the RFP such as



travel costs including airfare, car rental, and reimbursement for mileage and meals;

- c. If cost proposal is based on a flat monthly fee, please indicate approximately how many staff hours will be dedicated to the campaign each month broken down by staff titles and hourly billing rates. Please provide the same information for subcontractors. If respondent is proposing a flat monthly fee, it is the expectation that all campaign deliverables will be met regardless of whether or not the campaign requires more or fewer hours to complete the deliverables.
- d. Cost proposal should be inclusive of costs associated with fulfilling the requirements of the RFP such as travel costs including airfare, car rental, and reimbursement for mileage and meals;
- e. Cost proposal should include printing and shipping of collateral; translation of all creative, collateral, and websites into multiple languages; event registration and booth fees; and production costs such as studio rentals, equipment rentals, wardrobe, props, voice artists, and actors.
- f. Please include any estimated licensing fees for talent, music, images, or any other hard costs associated with the development of new creative. Licensing fees should be negotiated in perpetuity whenever possible.
- g. Please provide your proposed media commission rate, whether or not this reflects a discount from your standard rate, and if so, how much. Respondent's commission must cover staff time for all media planning and buying, management of buys, trafficking, and research and reporting. The respondent may not charge any additional hourly fees for time spent by the media buying staff.
- h. Please indicate the percentage of the overall agreement amount you are willing to provide in pro bono services/products/staff time and a brief description of by whom, when/how. At least 15% of the total agreement value is expected to be provided pro bono, including (but not limited to) added value from media partners, reduced commission on paid advertising, and senior staff time. Pro bono time must be reported monthly along with the regular campaign billing.

8) Letters of Recommendation

Provide at least three (3) letters of recommendation supporting the Respondent's ability to deliver on the requirements of this RFP as follows:

- a. 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 must come from clients whose projects are similar in size and scope to this campaign. References may be contacted for further information.

- b. At least two additional letters of recommendation must be provided by each subcontractor to support their qualifications and experience. Letters of recommendation for subcontractors do not count toward the three letters required by the Respondent.
- c. One letter of recommendation from a media partner that supports the Respondent's ability to deliver added value marketing for the campaign.

Each letter of recommendation must include the following:

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

Proposal Evaluation and Award

All proposals received on or before the final submission date and time will be evaluated as outlined below by a review committee appointed by the SBCCD Chancellor's Office. The award of an agreement will be made to one or more Respondents that best serve the interests of SBCCD, considering the Respondent's score for the written proposal and the Respondent's oral presentation, if applicable. SBCCD reserves the right to modify and/or suspend any and all aspects of this procurement, to obtain further information from any firm or person responding to the RFP, to waive any informality or irregularity as to form or content of this RFP or any related response, to be the sole judges of the merits of the proposals received and to reject any or all proposals.

Unresponsive Proposals

Proposals must fulfill each requirement as specified in this RFP. If the proposal is not complete, it may be deemed unresponsive and disqualified from consideration. Accuracy of the proposal is the responsibility of the Respondent.

Proposal Inquiries

The SBCCD Chancellor's Office, Business Manager, or review committee may request clarifications from Respondents at any phase of the evaluation process for the purpose of eliminating ambiguities in the information presented in the Respondent's proposal. Alternatively, SBCCD may waive minor and/or immaterial irregularities or informalities in any proposal in response to this RFP. However, such waiver shall in no way modify the RFP documents or excuse the Respondent from full compliance with the RFP requirements. The failure of any Respondent to respond timely, completely, and accurately to any such inquiry may result in rejection of the Respondent's proposal for non-responsiveness.



Proposal Evaluation

Proposals that meet all requirements outlined in this RFP will be evaluated and scored by the review committee. Each committee member will independently evaluate the Respondent's proposal using the evaluation criteria outlined in Exhibit 1. A single score for each proposal will be reached by averaging the committee members' evaluation scores for each Respondent. Any agreement resulting from this RFP will not be awarded based solely on the lowest cost proposal or the highest written proposal score but will be awarded to one or more Respondents who possess a combination of desired qualifications and competitive fees.

Oral Interviews

Respondents who meet scoring requirements, as determined collectively by the review committee after the proposals have been evaluated and scored, may be required to participate in an oral interview via Zoom or in-person. Interviews, if conducted by the review committee, will generally consist of no more than forty-five (45) minutes for Respondent's presentation, followed by thirty (30) minutes of questions posed by the Review Committee. The total time of each interview will not exceed one (1) hour and fifteen (15) minutes. If requested by the review committee, any Respondent invited to participate in the oral interview process shall have present at the interview its key personnel identified in the Respondent's proposal. A designated number of participants from the Respondent's staff and subcontractor's staff will be outlined in the oral interview Zoom invitation. The order of Respondents to be interviewed will be selected randomly. Any costs associated with participating in the oral interview process are the sole responsibility of the Respondent.

Negotiations

The SBCCD Chancellor's Office reserves the right to engage in cost negotiations with any Respondents. Respondents who fail to participate in cost negotiations within the time requested may be rejected for non-responsiveness.

Notice of Intent to Award

Following the submission and acceptance of the review committee's recommendation, the SBCCD Chancellor's Office and/or the Business Manager will issue a Notice of Intent to Award, identifying the most qualified Respondent(s) to whom the SBCCD Chancellor's Office intends to award an agreement if any. The selected Respondent(s) will be required to sign a vendor agreement.



Exhibit 1: Evaluation Criteria

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

Cover Letter	Points
<ul style="list-style-type: none"> Respondent meets all requirements of the cover letter and sufficiently demonstrates company viability, financial stability and ability to carry campaign costs for up to 90 days. 	5
Background and Experience	Points
<ul style="list-style-type: none"> Demonstrates expertise and a successful track record in providing similar services on two to three campaigns within the past three years. Clearly describes campaign goals, audience(s) reached, work performed, budget, and results achieved. 	5
<ul style="list-style-type: none"> Provides samples of campaign materials or professional work product developed within the last five years, that are of high quality and further demonstrates Respondent's skill, creativity, talent, and experience. 	5
<ul style="list-style-type: none"> Respondent demonstrates their expertise in developing successful branding campaigns. 	5
Staff	Points
<ul style="list-style-type: none"> Qualifications and experience of Respondent's senior-level staff and lead day-to-day contact meet the requirements outlined in the RFP, including demonstrated experience reaching the campaign's target audiences and/or experience working with partner organizations to reach diverse audiences. 	5
<ul style="list-style-type: none"> Qualifications and experience of Respondent's other staff members meet the requirements outlined in the RFP. 	5



<ul style="list-style-type: none"> Respondent outlined a clear and sufficient project management structure and organizational chart indicating the internal reporting structure for all personnel involved with the campaign, including subcontractors. 	5
Subcontractors	Points
<ul style="list-style-type: none"> Qualifications and experience of Respondent's subcontractors meet the requirements outlined in the proposal, including demonstrated experience reaching the campaign's target audiences. A clear plan has been established to integrate subcontractors reaching diverse audiences into the day-to-day activities of the Campaign. 	5
Work Plan	Points
<ul style="list-style-type: none"> Respondent demonstrates a clear understanding of campaign objectives, key campaign timeframes, and target audiences. 	5
<ul style="list-style-type: none"> Provides a messaging strategy that is clear and concise. 	5
<ul style="list-style-type: none"> Demonstrates innovative, creative, and effective strategies and tactics to reach target audiences through suggested services outlined in the RFP. 	5
<ul style="list-style-type: none"> Provides performance metrics and benchmarks for all recommended strategies and tactics. 	5
<ul style="list-style-type: none"> Provides quality creative concepts that are modern in approach that successfully meet campaign objectives and targets the campaign's audiences. 	5
<ul style="list-style-type: none"> Demonstrates experience with ADA/508 compliance and provides a plan to audit and update all Campaign materials regularly. 	5
Cost Proposal	Points
<ul style="list-style-type: none"> Proposal includes a clear, complete and itemized cost estimate for all costs related to the implementation of their proposal, including media buy amounts and commissions, 	5



staff fees, subcontractor fees, and any hard costs, supplies, administrative and travel expenses.	
<ul style="list-style-type: none"> Respondent is providing discounted hourly staff rates and/or media commission rates to the campaign. 	5
<ul style="list-style-type: none"> Respondent demonstrates their commitment to providing pro bono services to the campaign and clearly lists the dollar amount and/or percentage they intend to deliver. 	5
<ul style="list-style-type: none"> Respondent demonstrates their ability to deliver substantial added value with their media buys. 	5
Letters of Recommendation	Points
<ul style="list-style-type: none"> Letters of recommendation for Respondent demonstrate current and former clients' satisfaction with their work on campaigns similar in scope and magnitude. 	5
<ul style="list-style-type: none"> Letters of recommendation for subcontractors demonstrate current and former clients' satisfaction with their work on campaigns similar in scope and magnitude. 	5
Total Points	100

END OF BID DOCUMENT



Appendix A

Non-Collusion Declaration

STATE OF CALIFORNIA

The undersigned declares:

I am the _____ of _____,
(Title) (CONTRACTOR Name)
the party making the foregoing bid.

The bid is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation. The bid is genuine and not collusive or sham. The bidder has not directly or indirectly induced or solicited any other bidder to put in a false or sham bid. The bidder has not directly or indirectly colluded, conspired, connived, or agreed with any bidder or anyone else to put in sham bid, or to refrain from bidding. The bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the bid price of the bidder or any other bidder, or to fix any overhead, profit, or cost element of the bid price, or that of any other bidder. All statements contained in the bid are true. 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, to any corporation, partnership, company, association, organization, bid depository, or to any member or agent thereof, to effectuate a collusive or sham bid, and has not paid, and will not pay, any person or entity for such purpose.

Any person executing this declaration on behalf of a bidder that is a corporation, partnership, joint venture, limited liability company, limited liability partnership, or any other entity, hereby represents that he or she has full power to execute, and does execute, this declaration on behalf of the bidder.

I declare under the penalty of perjury under the laws of the State of California that the foregoing is true and correct and that this declaration is executed on _____ day of

_____, 20__ at _____
(City, State)

Signed: _____



Appendix B

Contractor Profile Form & Designation of Names

CONTRACTOR Name: _____

DUE NO LATER THAN 3:00 P.M. PST on 3/31/2022

In response to SBCCD's Notice Inviting Proposals for Integrated Marketing & Communications Plan - RFP 2022-03, the undersigned submits this firm offer to:

SBCCD
RFP # 2022-03, Integrated Marketing & Communications Plan
Attn: Steven Sutorus, Business Manager
550 East Hospitality Lane, Suite 200, San Bernardino, CA 92408
ssutorus@sbccd.edu

Section 1: Designation of Names

Person Responsible for Bid: _____

Street Address: _____

SBCCD, State & Zip: _____

Telephone: _____ Fax: _____

Email: _____

Business Type: _____ TIN: _____
(Corporation, Sole Proprietorship, etc.) (EIN or SSN)

Section 2: Bid

CONTRACTOR must enter a fixed price for each Unit Price item in the space(s) provided on the next page of the Bid Form if applicable. Bidder's unit prices shall include all labor, materials, tools, equipment, overhead, profit, and all other direct and indirect costs and expenses to produce and deliver as required. Prices must be net including discounts.

I, _____, the undersigned, the _____ of
(Type/Print Name) (Title)

_____, hereby declare that I am duly authorized to execute this Bid
(Name of Company)

Form; that I have carefully examined the requirements of this Bid; acknowledge receipt and incorporation of the following Addenda, _____; that this Bid Form constitutes a firm offer to SBCCD that if awarded, all prices shall remain effective as required on this Bid Form; and that, under penalty of perjury under the laws of the State of California, to the best of my knowledge and belief, the information contained in this Bid Form is true and correct.



Appendix C

FINANCIAL STATEMENTS (*To be supplied by CONTRACTOR*)



Appendix D

**SERVICES AGREEMENT
(Sample)**

550 East Hospitality Lane, Suite 200
SAN BERNARDINO, CALIFORNIA, 92408

This agreement is made and entered into by and between the SBCCD hereinafter referred to as "DISTRICT", and _____ hereinafter referred to as "CONTRACTOR".

RECITALS

WHEREAS, the DISTRICT needs services; _____ and;

WHEREAS, the CONTRACTOR is professionally and specially trained and competent to provide these services; and,

WHEREAS, the authority for entering into this agreement is contained in Section 53060 of the Government Code and such other provisions of California Law as may be applicable,

NOW THEREFORE, the parties to this agreement do hereby mutually agree as follows:

AGREEMENT

1. DESCRIPTION OF SERVICES

Services shall be rendered per RFP of this agreement.

2. TERM

CONTRACTOR will commence work under this agreement on _____, and will diligently prosecute the work thereafter. CONTRACTOR will complete the work not later than _____. CONTRACTOR shall not commence work until the Board has approved the Agreement. This agreement may be renewed for two (2) additional one (1) year terms upon written notice by DISTRICT.

3. COMPENSATION

a. Payment(s) shall be made in the following manner: in the amounts listed on Exhibit _____.

b. The contract amount shall not exceed the original purchase order amount. No change order can be made or incorporated in to this agreement to increase the not to exceed amount. Therefore, the "Not to Exceed" amount for this contract is set at _____.

c. Billing :
CONTRACTOR shall invoice DISTRICT upon completion of each phase of services rendered.

d. DISTRICT will not withhold federal or state income tax from payments made to CONTRACTOR under this agreement, but will provide CONTRACTOR with a



statement of payments made by DISTRICT to CONTRACTOR at the conclusion of each calendar year.

4. TERMINATION

This AGREEMENT may be terminated by either PARTY upon seven (7) days written notice to the other PARTY in the event of a substantial failure of performance by such other PARTY, including insolvency of CONTRACTOR. In the event termination is for a substantial failure of performance by CONTRACTOR, all damages and costs associated with the termination, including increased CONTRACTOR and replacement CONTRACTOR costs shall be deducted from payments owed to the CONTRACTOR.

5. RELATIONSHIP OF PARTIES

DISTRICT and CONTRACTOR hereby agree and acknowledge that CONTRACTOR, in providing the services herein specified, is and at all times shall be acting as an independent contractor. As such, CONTRACTOR shall have the right to determine the time and the manner in which the contracted services are performed. DISTRICT shall not have the right to control or to determine the results to be attained by the work of CONTRACTOR, nor the details, methods, or means by which that result is to be attained. CONTRACTOR shall not be considered an agent or employee of DISTRICT and shall not be entitled to participate in any employee fringe benefits of DISTRICT. The relationship of the parties will be based on the IRS guidelines. The DISTRICT reserves the right to make the final determination as to the correct relationship of the parties.

6. CONTRACTOR'S STATUS

Contractor expressly represents and covenants that he/she is a business duly licensed under the relevant rules and regulations of the State of California and that services provided to the DISTRICT are provided pursuant to such rules and regulations.

7. INSURANCE PROVISIONS

The commercial general liability and automobile liability policies are to contain, or be endorsed to contain, the following provisions:

- I. A. The DISTRICT, its officers, officials, employees and volunteers are to be covered as insured's as respects: liability arising out of work performed by or on behalf of CONTRACTOR; or automobiles owned, leased, hired or borrowed by the CONTRACTOR
- B. For any claims related to this project, the CONTRACTOR's Insurance coverage shall be primary insurance as respect the DISTRICT, its officers, officials, employees and volunteers. Any insurance or self-insurance maintained by the DISTRICT, its officers, officials, employees or volunteers shall be excess of the Consultant's insurance and shall not contribute with it.



- C. Each insurance policy required by this clause shall be endorsed to state that coverage shall not be canceled by either party, except after thirty (30) day's prior written notice has been provided to the DISTRICT.
 - II. Professional liability, and/or Errors & Omissions coverages are written on a claims-made form:
 - A. The retroactive date must be shown, and must be before the date of the contract and/or the beginning of the contract work.
 - B. Insurance must be maintained and evidence of insurance must be provided for at least five (5) years after completion of contracted work.
 - C. If coverage is canceled or non-renewed, and not replaced with another claims-made policy form with a retroactive date prior to the contract effective date, the CONTRACTOR must purchase an extended period coverage for a minimum of five (5) years after completion of contract work.
 - D. A copy of the claims reporting requirements must be submitted to the DISTRICT for review.
 - III. Acceptability of Insurers: Insurance is to be placed with insurers with a current A.M. Best's rating of no less than A-VII unless otherwise acceptable to the DISTRICT. Exception may be made for Stat Compensations Insurance Fund when not specifically rated.
 - IV. Verification of Coverage: Consultant shall furnish the DISTRICT with original certificates and amendatory endorsements effecting coverage required by the clause. The Endorsement should be in a format that conforms to DISTRICT requirements. All certificates and endorsements are to be received and approved by the DISTRICT before work commences. However, failure to do so shall not operate as a waiver of these insurance requirements. The DISTRICT reserves the right to require complete, certified copies of all required insurance policies, including endorsements affecting the coverage required by these specifications at any time.
 - V. Waiver of Subrogation: CONTRACTOR hereby agrees to waive subrogation which any insurer or contractor may acquire from CONTRACTOR by virtue of the payment or any loss. CONTRACTOR agrees to obtain any endorsement that may be necessary to affect this waiver of subrogation.
 - VI. Workers' Compensation policy shall be endorsed with a waiver of subrogation in favor of the DISTRICT for all work performed by the CONTRACTOR, its employees, agents and subcontractors.
8. **CONTRACTOR shall maintain Insurance with limits of no less than as stated below:**



General Liability shall have a limit no less than of \$1,000,000 per occurrence, \$10,000,000 aggregate for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.

Automobile Liability shall have a limit no less than \$300,000 per accident for bodily injury and property damage. The DISTRICT shall be endorsed as additional insured on the policy.

Workers' Compensation shall have a limit no less that as required by the State of California.

Professional Liability shall have a limit no less than \$1,000,000 per occurrence

9. HOLD HARMLESS

CONTRACTOR agrees to indemnify, save and hold DISTRICT, its officers, agents and employees harmless from any liability for any claims, accusations, or suits at law or in equity, or in any administrative proceeding, that may be brought by third persons on account of personal injury, death, or damage to property, or a property of business or personal interest, or for any fine, forfeiture or civil penalty arising from any act or omission by CONTRACTOR, its officers, agents, or employees while performing operations under the Agreement.

DISTRICT agrees to indemnify, save and hold CONTRACTOR, its officers, agents and employees harmless from any liability for any claims, accusations, or suits at law or in equity, or in any administrative proceeding, that may be brought by third persons on account of personal injury, death, or damage to property, or a property of business or personal interest, or for any fine, forfeiture or civil penalty arising from any act or omission by DISTRICT, its officers, agents, or employees while performing operations under the Agreement.

10. AMENDMENTS

This Agreement may be amended or modified only by written agreement signed by both parties. Failure on the part of either party to enforce any provision of this Agreement shall not be construed as a continuous waiver of the right to compel enforcement of such provision or provisions, nor shall such waiver be construed as a release of any surety from its obligations under this Agreement.

11. ATTORNEY'S FEES

Should any party violate or breach any term or condition of this Agreement, any other party shall have, without limitation, the right to move for entry of judgment by a court of competent jurisdiction, to seek specific performance thereof, and otherwise exercise all remedies available to him, her or it under the law to obtain redress from injury or damage resulting from any such violation or breach. In any such legal proceeding(s) brought to enforce the terms and conditions of this Agreement, the prevailing party shall be entitled to recover its reasonable attorney's fees and costs incurred as a consequence hereof.



12. ENTIRE AGREEMENT

There are no understandings or agreements except as herein expressly stated. Any modifications must be in writing.

13. INDEPENDENT CONTRACTOR

CONTRACTOR is an independent contractor and not an officer, agent, servant, or employee of DISTRICT. CONTRACTOR is solely responsible for the acts and omissions of its officers, agents, employees, contractors, and sub grantees, if any. Nothing in this Agreement shall be construed as creating a partnership or joint venture between DISTRICT and CONTRACTOR. Neither CONTRACTOR nor its officers, employees, agents, or sub grantees shall obtain any rights to retirement or other benefits that accrue to DISTRICT employees.

14. LAW TO GOVERN: VENUE

The law of the State of California shall govern this Agreement. In the event of litigation between the parties, venue in state trial courts shall lie exclusively in the County of San Bernardino. In the event of litigation in a U.S. District Court, exclusive venue shall lie in the Central District of California.

15. NOTICES

All notices herein required shall be in writing and delivered in person or sent by certified mail, postage prepaid, addressed as follows:

IF TO DISTRICT
ATTN: Business Services
San Bernardino Community College District
550 East Hospitality Lane, Suite 200
San Bernardino CA 92408

IF TO CONTRACTOR

16. VALIDITY

If any terms, condition, provision, or covenant of this Agreement shall to any extent be judged invalid, unenforceable, void, or violable for any reason whatsoever by a court of competent jurisdiction, each and all remaining terms, conditions, promises and covenants of this Agreement shall be unaffected and shall be valid and enforceable to the fullest extent permitted by law.

17. EXHIBIT AND ADDENDUM INCORPORATED

Exhibit "A" is attached hereto and incorporated into this Agreement by reference.

18. PUBLIC EMPLOYEE



If CONTRACTOR is a regular employee of a public entity, all services which CONTRACTOR renders under this agreement will be performed at times other than CONTRACTOR’S regular assigned workday for said entity or during periods of vacation or leave of absence from said entity.

19. STRS RETIREE

CONTRACTOR shall provide DISTRICT with a statement indicating whether or not CONTRACTOR is a retired member of the State Teacher’s Retirement System of the State of California.

20. ASSIGNMENT

This Agreement is neither assignable nor transferable by either party or by operation of law without the consent in writing of the other party. Consent by either party to one or more assignments or transfers shall not constitute consent to a subsequent assignment or transfer.

IN WITNESS WHEREOF, the parties hereto have executed this agreement.

_____ Date _____
DISTRICT SIGNATURE
Steven J. Sutorus, Business Manager

_____ Date _____
CONTRACTOR SIGNATURE

Name: _____

Title: _____



APPENDIX E

LOCAL VENDOR DESIGNATION

SBCDD AP 6330 Section 3: The Purchasing Department will accept recommendations from the requesting department for potential vendors, but will endeavor, where possible, to encourage the use of local and small business enterprises in its procurement activities. On all procurement activities that must be competitively bid, or for which the District must receive quotes, such will be evaluated with a ten (10%) percent preference for local vendors. The vendor must claim local vendor preference to be considered. Please note the following exceptions:

- Those contracts which State Law or, other law or regulation precludes this local preference.
- Purchases made through cooperative purchasing and leveraged procurement agreements and piggy-back purchases.
- Public Works construction projects.

A "local" vendor will be approved as such when, 1) it conducts business in a physical location within the County of San Bernardino; and 2) it holds a valid business license issued by an agency within the County of San Bernardino; and 3) business has been conducted in such a manner for not less than six months prior to being able to receive the preference. Proof of eligibility will be provided to the District as part of the vendor application process.

Subject to the Local Vendor Preference, final vendor designation will be made by the Purchasing Department.

Is your company requesting to be designated as a local vendor? Yes ___ No ___

If yes, does your company conduct business in a physical location within the County of San Bernardino? Yes ___ No ___

If yes, does your company hold a valid business license issued by an agency within the County of San Bernardino? Yes ___ No ___

If yes, please include a copy of your current business license as an attachment to this application.

If yes, has your company been conducting business in San Bernardino County for at least six months? Yes ___ No ___