



**Mt. San Antonio College
1100 N. Grand Avenue
Walnut, CA 91789**

Request for Proposals

for

**Consultant Services
Marketing for Student Enrollment
and Community Engagement
RFP #3096**

Proposals Due: August 25, 2016 – 2:00 pm

**Consultant Services
Marketing for Student Enrollment
and Community Engagement**

The Mt. San Antonio Community College District is seeking proposals from qualified providers for consulting services to expand marketing to attract new students and grow student enrollment.

All responses must be received by the Purchasing Department on or before:

August 25, 2016, by 2:00 pm

Proposals must be delivered to:

**Mt. San Antonio College
Purchasing Dept.
Building 4 - Room 1385
1100 N. Grand Avenue
Walnut, CA 91789**

1. BACKGROUND

Mt. San Antonio College is among the largest of California's 113 community colleges. Located in the city of Walnut, Mt. SAC serves nearly 20 communities and a million residents in the San Gabriel Valley. Since the College opened its doors in 1946, Mt. SAC has provided quality and affordable educational opportunities to more than a million students of all ages. Today, the College offers more than 200 degree and certificate programs and has earned statewide and national distinction in a number of disciplines. Our alumni have distinguished themselves in both the private and public sectors.

Additional detailed information regarding the College is available at <http://www.mtsac.edu/about>.

While gains have been made in the non-credit side of the College (which includes adult and continuing education), credit enrollment has been flat. Mt. San Antonio College is interested in expanding enrollment at the College.

Year	Credit FTES	Non-credit FTES	Total FTES
2006-2007	23,308.22	6,775.07	30,083.29
2007-2008	23,374.26	7,220.35	30,594.61
2008-2009	25,835.56	7,434.16	33,269.71
2009-2010	26,136.21	5,792.46	31,928.66
2010-2011	26,540.24	6,000.36	32,540.60
2011-2012	24,963.20	5,300.88	30,264.08

2012-2013	25,062.73	5,468.00	30,530.73
2013-2014	25,303.40	5,555.74	30,859.14
2014-2015	25,889.24	5,948.50	31,837.74
2015-2016	25,900.46	6,253.91	32,154.37

Mt. San Antonio College began its latest round of advertising in 2014. Current ads appear in search engine marketing, online display ads, Chinese and Spanish language media, radio, billboards, bus tails.

2. PROJECT DESCRIPTION

Mt. San Antonio College is looking to improve and strengthen its marketing campaigns, web presence and community engagement to increase enrollment, improve student experiences, and share the College's resources and successes with the broader community.

The District is seeking the services and guidance of a professional consulting firm that is experienced in strategic marketing and enrollment management in the community college, secondary, and adult education sectors. The scope of work would essentially focus on delivering an assessment, implementation, and training to:

- Grow student enrollment
- Build engagement with the community
- Strengthen Mt. SAC's digital presence
- Ensure that Mt. SAC's marketing campaigns, websites, programs and services are in synch with the expressed needs and desires of its target markets and market segments
- Better position the Mt. SAC brand in the broader market

3. SCOPE OF WORK

Proposals will be screened on the criteria listed in the scope of work. Please provide detailed information on how your organization can meet each of the criteria 3.1 through 3.10 including information on past projects completed and proposed methodologies to be used for our project. Please also indicate any information or resources the College would be expected to provide in order for you to complete the following scope of work:

3.1 Define and differentiate target audiences and recommend ways to reach target audiences, underrepresented groups and multilingual constituencies. Recommend specific marketing strategies that would increase the enrollment at the College, strengthen the college's brand and build relationships with the community.

3.2 Evaluate current marketing strategies and practices and recommend

improvement strategies that take into consideration staffing and resources. This includes print publications, social media communication, media relations, websites, and advertising.

- 3.3 Advise on enrollment advertising strategy, including placement, content and budget. **Implement the agreed upon strategy, test results, adjust strategy, advise on resources necessary to maintain strategy, and provide training for long-term practice.**
- 3.4 Advise on social media strategy **specifically for a one-man shop**, including templates for posts and advertising, suggested best practices for posts and advertising, and recommendations for staffing multiple Mt. SAC social media channels, recommendations for managing the expansion of Mt. SAC social media presence among departments and programs. **Implement agreed upon strategy, test results, adjust strategy and then provide training.**
- 3.5 Set up advertising tracking to identify the outcomes of advertising, such as phone calls generated, emails sent, web events on key sites (such as apply, visit campus, explore a program). In particular, advise, implement, and train on getting the most out of Google AdWords and Facebook Advertising analytics.
- 3.6 Advise on the sequential flow of communication to prospective students from interest to attendance, including recommended staffing, process and tools. **Develop a realistic communication calendar, draft correspondence and incorporate campus feedback.**
- 3.7 Evaluate current website and provide improvements, including adding dynamism; potentially personalizing the website (e.g., Amazon customer interface); exploring navigation on the home page and department level pages; creating templates for administrative offices, student support services and academic programs on campus; improving page download times; creating mobile optimized experiences.
- 3.8 Provide recommendations on building a cohesive marketing, communication, advertising, and web strategy.
- 3.9 Describe the data gathering and analysis methodologies that will be utilized to **develop strong strategies and build deeper understanding of target audiences.**
- 3.10 Produce one or more documents and reports as deliverables, including data analysis, findings, recommendations, and training documents.

4. SUBMITTAL INFORMATION AND SUBMITTAL SCHEDULE

All submittals shall be in the form and formatted as specified in this RFP. Submittals which do not include all of the elements as specified, or which deviate from the proposed

format and content as specified, may be deemed “non-responsive” by the evaluation committee and eliminated from further consideration.

The District may modify the RFP prior to the deadline for submittals by issuance of an addendum.

Submittal questions must be in writing and be directed to Teresa Patterson via email at tpatterson@mtsac.edu with the subject line indicating “Question(s) for Marketing Consultant Services RFP.” If questions are submitted after the deadline, they will not be answered and firms must provide a submittal using the information in the RFP and any addenda provided.

Request for Proposals Submittal Schedule

Issue RFP	August 11, 2016
Submit written questions	August 17, 2016
Issue Addendum	August 19, 2016
Proposals Due	August 25, 2016
Proposals Reviewed by Committee	August 26 – August 31, 2016
Interviews, if any	TBD
Board Meeting Date	October 12, 2016
Contract Execution	October 13, 2016

During review of submittals, Mt. SAC will not report apparent errors or request submittal clarification. Submittals will be interpreted as presented. Firms are responsible to proof documents to avoid errors.

The delivery package must be clearly marked with the RFP title, Firm's name and address, contact name, email, and phone number.

Submittals may be withdrawn at any time before the deadline by written request of person signing the Certification.

Late submittals will be returned without evaluation and proposer will not qualify for consideration. It is the proposer's responsibility to ensure submittals are received on or before the deadline and at the identified location. A postmark will not be accepted as meeting the delivery requirement. Third party carriers are routed through the warehouse and may experience delay from carriers stated delivery timeframe. Hand delivery should include time allowances for limited parking or other potential obstacles to reaching the delivery location in a timely manner.

5. INSTRUCTIONS FOR SUBMITTING PROPOSALS

Firms shall submit written proposals as follows: One (1) original, three (3) hard copies, and one copy on a flash drive or CD. Hard copies shall be formatted on standard 8 ½ x 11 white paper with each page clearly numbered on the bottom. The original copy shall be marked "original" and must be wet signed by person authorized to bind the firm.

All submittals shall be in the form and formatted as specified in this RFP. Submittals which do not include all of the elements as specified, or which deviate from the proposed format and content as specified, may be deemed "non-responsive" by the evaluation committee and eliminated from further consideration.

6. QUALIFICATIONS

All bidders must be sole-source marketing/research consultants with a minimum of five (5) years' experience in strategic marketing and enrollment management in the community college, secondary, and adult education sectors. Proposals shall include statements of qualifications that describe:

- 6.1 The relevant qualifications and experience of the organization and the key team members who would provide the required services.
- 6.2 Provide detailed information on how your organization can meet each of the criteria 3.1 through 3.10 including descriptions of similar projects successfully completed in the last three (3) years by the firm and the key personnel proposed to be assigned this District project.
- 6.3 Professional references, including at least three (3) from a college or university for which the same or similar consulting services were performed. Not more than two (2) other references familiar with the firm's work in this area of expertise.

7. COMPENSATION

Consultant must propose a fixed fee for services outlined in its proposal, including projected costs for travel and related expenses.

The District may enter into negotiations. If negotiations with any selected Respondent are not successful, the District may negotiate and execute an agreement with another qualified Respondent.

8. CONTRACT & TERMS

- 8.1 Respondents must thoroughly review the sample Terms and Conditions (see Section 13) prior to submitting their response to this RFP. Respondent's acknowledgment of its full and complete acceptance of the Terms and Conditions is one element of the selection process.
- 8.2 The term of any agreement shall be sufficient to allow for successful completion of the project.

9. SELECTION PROCESS

- 9.1 The District anticipates that a selection committee will review the submitted proposals and establish a "short-list" of firms for further consideration. Selected firms may be requested to make a verbal presentation of their qualifications and proposals to the selection committee for the proposed services. All expenses related to presenting proposals to the District are to be borne by the consultant. All bidders will be evaluated and ranked based on cost, quality/creativity of the products, responses from references, "best fit" (see Section 11) and demonstrated ability to meet RFP specifications and requirements. The selection committee will make a recommendation for a contract award.

- 9.2 The recommendation by the selection committee is not binding on the District. Formal award of any services contract will be in effect after official notification by purchase order from the District. The District reserves the right to waive minor irregularities in the solicitation process. The District may award one or more agreements, or no agreements, as a result of this Request for Proposals process.

10. EVALUATION & ACCEPTANCE OF PROPOSALS

- 10.1 The District reserves the right to reject any and all Proposals, to amend the RFP and the RFP process, and to discontinue or reopen the process at any time. The Proposals will be evaluated based on each Respondent's qualifications, relevant experience and proposed services and cost.
- 10.2 Irrevocable Offer - Any proposal may be withdrawn up until the date and time set above for receipt of proposals. Any proposals not so withdrawn shall, upon opening, constitute an irrevocable offer for a period of ninety (90) days to furnish the District with the services set forth in the attached Scope of Work until a Proposal has been duly submitted and accepted by the District Board of Trustees. Board action on Proposals will normally be taken within ninety (90) days of receipt of Proposals; however, no guarantee or representation is made herein as to the time between receipt of Proposals and subsequent Board action.

11. BASIS OF AWARD

In addition to the evaluation/selection criteria specified in Section 9, the District intends to use "most advantageous" and "best fit" as the basis of award. There is no guarantee expressed or implied that the District will provide a contract for services to all or any of the Respondents that submit a Proposal in response to this RFP.

12. SELECTION CRITERIA

- 12.1 The District retains the sole discretion to determine issues of compliance and to determine whether a submitted Proposal is responsive, responsible and qualified.
- 12.2 The recommendation of the selection committee of a specific firm will be based upon the ability of the provider to achieve the District's objectives, demonstrated competence, qualifications and best fit to perform services that will be most advantageous to the District, at a fair and reasonable price. The District's selection committee will utilize several evaluation criteria but will be primarily focused on the Respondents' information provided in response to sections 6, 7, and 8 of this RFP.
- 12.3 **Reserved Rights**—The District reserves the right to accept or reject any and/or all proposals, to waive irregularities and technicalities, and to request

resubmission. Any sole response that is received by the first submission date may or may not be rejected by the District depending on available competition and timely needs of the District. There is no obligation on part of the District to award the contract to the lowest priced consultant, and the District reserves the right to award the contract to the lowest responsible consultant submitting a responsive proposal with a resulting Agreement, which is most advantageous, and in the best interest of the District. The District shall be the sole judge of the proposals and the resulting agreement that is in its best interest and its decision shall be final.

- 12.4 **Due Diligence**—The District reserves the right to make such investigation, as it deems necessary to determine the ability of any consultant to perform the work or service requested. The Consultant shall provide information the District deems necessary to make this determination. Such information may include, but shall not be limited to, current financial statement by an independent CPA; verification of availability of personnel; and past performance records.

13. STANDARD TERMS & CONDITIONS

**Mt. San Antonio Community College District
General Provisions for Work and Services
For Purchase Order # _____**

This Agreement for _____ services is made by and between _____ (Contractor) and the **Mt. San Antonio Community College District** (District) as of _____.

1. **TERM**: This Agreement is effective _____ and will continue until _____. The agreement may be extended if agreed to in writing by both parties. Either party may cancel this agreement with 30 days written notice to the other party.
2. **SERVICES**: Subject to the terms and conditions set forth in this Agreement, Contractor shall provide to the District, Services as described in the Purchase Order and/or Contractor's bid Proposal and made a part of this Agreement. Contractor agrees to keep the District regularly informed of the progress of work performed under this Agreement. The District has the right to approve personnel assigned to perform these services.
3. **COMPENSATION**: The District will pay Contractor as specified in the Purchase Order. No increase in amount or scope of services is authorized without formal written amendment to this Agreement.
4. **TERMINATION**: This Agreement may be terminated by the District, at its sole discretion, upon ten-day advance notice thereof to the Contractor or canceled immediately by written mutual consent. In the event of termination, Contractor

shall be entitled to compensation for services performed to the effective date of termination.

5. **CONFLICTS OF INTEREST:** To avoid any potential conflict of interest, Contractor represents that it does not employ or retain the services of any spouse or family member of any District employee, nor has it furnished any financial compensation for the pursuit of business with the District.
6. **INDEPENDENT CONTRACTOR STATUS:** This Agreement is by and between the District and an independent contractor and is not intended to and shall not be construed to create the relationship of agent, servant, employee, partnership, joint venture, or association. As an independent contractor, Contractor will be solely responsible for determining the means and methods for performing the services described herein. Contractor will assign the Contractors it proposes to use.

Contractor shall be responsible for deducting all federal, state, and local income taxes, FICA and other charges, if any, to be deducted from the compensation of Contractor's employees. Nothing in this Agreement shall be interpreted as creating or establishing a relationship of employer and employee between the District and Contractor or any employee or agent of Contractor. Each and every person providing services to the District under this Agreement shall, at all times, remain an employee of Contractor.

Contractor's employees shall not, at any time, or in any way, be entitled to sick leave, vacations, retirement, or other fringe benefits from the District, nor shall they be entitled to overtime pay from the District. Contractor is solely responsible for paying all necessary State or Federal tax for itself and its employees.

The District will make no State or Federal unemployment insurance or disability insurance contributions on behalf of the Contractor and/or its employees. Neither Contractor nor its employees shall be included in the classified or faculty service, have any property rights to any position, or have any of the rights an employee of the District may otherwise have in the event of termination of this Agreement.

The District further understands and agrees that Contractor is engaged in an independent business and the District shall have no right to direct or control in any way or to any degree the manner of Contractor's performance hereunder. Contractor understands that it is not authorized and shall not make any agreement, contract or representation on behalf of the District or create any obligation, express or implied, in the part of the District.

7. **NON-ASSIGNABILITY:** This Agreement is not assignable by the parties hereto without the express advance written consent of the other party. If assigned, this contract shall inure to the benefit of, and be binding upon, the heirs, legal representatives, successors and assigns of each party hereto.

8. **INDEMNIFICATION:** The Contractor shall defend, save harmless and indemnify the District and its officers, agents and employees from all liabilities and claims for damages for death, sickness or injury to persons or property, including without limitation, all consequential damages, from any cause whatsoever arising from or connection with the operations or the services of the Contractor hereunder, resulting from the conduct, negligent or otherwise, of the Contractor, its agents or employees. The District shall defend, save harmless and indemnify the Contractor and its officers, agents and employees from all liabilities and claims for damages for death, sickness or injury to persons or property, including without limitation all consequential damages, from any cause whatsoever arising from or connected with the operations or the services of District hereunder, resulting from the conduct, negligent or otherwise, of District, its agents, servants, employees or subcontractors hereunder.
9. **FORCE MAJEURE:** Neither party to this Agreement will be liable to the other for any failure or delay in performance under this Agreement due to circumstances beyond its reasonable control including without limitation, Acts of God, accident, labor disruption, acts, omissions and defaults of third parties, and official, governmental and judicial action not the fault of the party failing or delaying in performance.
10. **COMPLIANCE WITH APPLICABLE LAWS:** Contractor and any subcontractors shall comply with all laws applicable to the performance of the work hereunder. Contractor represents and warrants to District that Contractor and its employees, agents, and any subcontractors have all licenses, permits, qualifications, and approvals of whatsoever nature that are legally required to practice their respective professions. Contractor represents and warrants to District that Contractor and its employees, agents, any subcontractors shall, at their sole cost and expense, keep in effect at all times during the term of this Agreement any licenses, permits, and approvals that are legally required to practice their respective business or profession. In addition to the foregoing, Contractor and any subcontractors shall obtain and maintain during the term of this Agreement valid local business licenses that are required.
11. **NON DISCRIMINATION:** Contractor agrees that it will not unlawfully discriminate on the basis of race, color, religion, gender, national origin, age or medical condition, sexual orientation or marital status or any other characteristic protected by law in the delivery of programs or services set forth herein.
12. **WARRANTY:** Contractor shall diligently and carefully perform all work required hereunder in a good and workmanlike manner according to the standards observed by a competent practitioner of the profession in which Contractor is engaged in the geographical area in which Contractor practices its profession, and shall furnish all labor, supervision, materials, equipment and supplies necessary therefore.

13. **INSURANCE:** Contractor shall at all times during the term of this Agreement, or any extension thereof, maintain comprehensive general liability insurance coverage in the amount of \$1,000,000 per occurrence and in the aggregate for all claims made during any one policy year. Contractor shall, upon request of the District, provide proof that the services provided are covered under its policy and that the District is named or fully covered as an additional insured.
14. **WORKER'S COMPENSATION INSURANCE:** Contractor agrees to comply fully with all provision of all applicable workers' compensation insurance laws, and shall procure and maintain in full force and effect worker's compensation insurance covering its partners, employees and agents while said persons are performing services pursuant to this Agreement. In the event that an employee of Contractor performing this Agreement files a worker's compensation claim against the District, Contractor agrees to defend and hold the District harmless from such claim.
15. **ENTIRE AGREEMENT; NO WAIVER:** This Agreement constitutes the entire agreement between the parties hereto pertaining to the subject matter hereof and supersedes all prior agreements, understandings, negotiations and discussions, whether oral or written, of the parties, and there are no warranties, representations or other agreements between the parties in connection with the subject matter hereof, except as specifically set forth herein.

Except as otherwise provided by this Agreement, no supplement, modification, waiver or termination of this Agreement shall be binding unless executed in writing by the parties to be bound thereby. A waiver of any breach or any of the covenants, terms or provisions of this Agreement shall not be construed as a waiver of any subsequent breach of the same or any other covenant, term or provision. When there is a conflict between the Contractor's bid Proposals Terms and Conditions and the District's, the District's shall supersede.

16. **OWNERSHIP OF WORKS FOR HIRE:** All matters produced under this Agreement shall be works for hire and shall become the sole property of the District. Said works cannot be used for any other client or purposes without the District's expressed written permission. District shall have all right, title and interest in said matters, including the right to obtain and maintain the copyright, trademark, and/or patent of said matters in the name of the District.
17. **GOVERNING LAW:** This Agreement shall be governed by and construed in accordance with the laws of the State of California.
18. **VENUE:** In the event that either party brings any action against the other under this Agreement, the parties agree that trial of such action shall be vested exclusively in the state courts of California in the County of Los Angeles or in the United States District Court for Southern District of California.

19. **NO THIRD PARTY BENEFICIARIES:** Nothing in this Agreement shall be construed to create any duty, standard of care, or liability to anyone other than the Parties to this Agreement. No one is an intended third-party beneficiary of this Agreement.
20. **ATTORNEYS FEES:** If a party to this Agreement brings any action, including an action for declaratory relief, to enforce or interpret the provision of this Agreement, the prevailing party shall be entitled to reasonable attorneys' fees in addition to any other relief to which that party may be entitled. The court may set such fees in the same action or in a separate action brought for that purpose.
21. **CAPTIONS:** The captions used herein as headings of the various paragraphs and subparagraphs hereof are for convenience only, and the parties agree that such captions are not to be construed as a part of the Agreement or to be used in determining or construing the intent or context of this Agreement.
22. **COUNTERPARTS:** This Agreement may be executed in any number of counterpart copies, all of which shall constitute one and the same Agreement and each of which shall constitute an original.
23. **SEVERABILITY:** If any of the provisions or portions thereof of this Agreement are held to be unenforceable or invalid by any court of competent jurisdiction, the validity and enforceability of the remaining provisions or portions thereof shall not be affected thereby.

Exhibit A

Statement of Compliance

**Consultant Services
Marketing for Student Enrollment
and Community Engagement
(RFP #3096)**

Sealed Proposals: All proposal sheets and this original acknowledgement form must be executed and submitted under sealed cover. The face of the cover must contain, in addition to the address, the date and time of the proposal opening and the proposal number. All proposals are subject to the conditions stated within the RFP. Proposal must contain a manual signature of authorized representative in the space provided below. **Proposals must be typed or printed in ink.** Use of erasable ink is not permitted. All corrections made to the attached proposal must be initialed. The company name must appear on each page of the proposal. Each page of the proposal must be sequentially numbered. Proposals that do not follow the outline, or proposals submitted with incomplete information, may be considered non-responsive and lead to disqualification. One (1) original, three (3) copies, and one (1) copy on a flash drive or CD must be provided.

I certify by my signature below that I have been given Mt. San Antonio Community College District's RFP #3096, and the instructions for submitting a proposal. I further certify that I am authorized to bind the Firm noted in this submittal in response to this request and that I am authorized to commit the Firm to the submittal, and will submit said proposal prior to **2:00 p.m., August 25, 2016.**

I acknowledge the following addenda(s)_____

Firm Name:_____

Firm's Address:_____

Phone:_____ Fax:_____

Contractor's License No. _____

E-Mail:_____

Printed Name/Title

Signature

Statement of Compliance must be completed and submitted along with the Proposal, otherwise bidders submission will be considered non-responsive.