



**OFFICE OF PROCUREMENT**

**REQUEST FOR PROPOSALS  
RFP # 14-1617**

**“ADVERTISING CAMPAIGN “**

**ISSUE DATE:** May 10, 2017

**PROPOSAL DUE DATE:** June 7, 2017 TIME: 4:00 P.M.

**Mohave Community College  
Office of the President  
1971 Jagerson Ave  
Kingman, AZ 86409**

**PROCUREMENT / ISSUING  
OFFICE** Mohave Community College  
Business Office- Procurement Department

**PROCUREMENT BUYER:** Christine Van Vleet  
Director of Procurement  
[cvanvleet@mohave.edu](mailto:cvanvleet@mohave.edu)

**DEADLINE FOR QUESTIONS:** May 22, 2017 BY 12:00 NOON

**RESPONSE DATE TO  
QUESTIONS:** May 24, 2017 BY CLOSE OF BUSINESS

**NOTE: ALL ADDENDA CAN BE ACCESSED AT: <http://www.mohave.edu/Procurement>**

**\* \* \*BIDS MUST BE MAILED OR HAND DELIVERED TO THE ADDRESS SHOWN ABOVE, NO LATER THAN THE ANNOUNCED DATE AND TIME OF CLOSING. BIDS SENT BY FACSIMILE WILL NOT BE ACCEPTED.**

## **MOHAVE COMMUNITY COLLEGE**

### **REQUEST FOR PROPOSAL FOR ADVERTISING CAMPAIGN**

**May 10, 2017**

Mohave Community College (MCC) is seeking the most capable agency partner to support the development and implementation of an integrated marketing and advertising campaign that helps MCC achieve its sales and marketing objectives. This document is a Request for Proposal (RFP) for the services described below and does not obligate Mohave Community College to accept responses from eligible Companies/Individuals. The RFP establishes minimum requirements a Company/Individual must meet in order to be eligible for consideration as well as information to be included in the Company's/Individual's proposal.

#### **Mohave Community College Overview/Background:**

**Mission Statement:** *The mission of Mohave Community College is to be a learning-centered institution, serving all constituencies, inspiring excellence through innovation and empowering students to succeed.*

More information on the college mission and values can be found at <http://mohave.edu/about/mission-goals-values-vision-statement/>

Since 1971, the College has provided high quality educational opportunities for Mohave County and surrounding areas. Today, the College serves approximately 4,000 students annually through more than 60 academic and workforce development and continuing education programs of study. The College offers students university transfer opportunities that can save the students thousands of dollars while earning their four-year degree. Annual tuition at MCC is approximately \$2,500 based on 15 credit hours per semester (Fall and Spring).

MCC also offers career preparation and job training; licensure and certification programs. The most popular are Allied Health programs and Welding. MCC offers more than a dozen of these Career and Technical Education programs that can get students started on a career in 2 years or less.

MCC has 4 campuses located in 4 cities – 3 in southern Mohave County (Kingman, Bullhead City, Lake Havasu City) and one (Colorado City) along the Arizona/Utah border. The population is largely Caucasian with a growing Hispanic population that currently makes up roughly 15% of Mohave County. The college's Hispanic student body is approximately 24%, which the college wants to increase above 25%.

History of MCC can be found at <http://mohave.edu/about/history-of-mcc/>

## **SUBMISSION OF PROPOSALS**

Responses to this RFP are due by **4:00 PM on Wednesday, June 7, 2017**. Late submittals will be rejected.

Please submit **(1) Original and (3) copies and an electronic copy (CD or thumb drive)** of the proposal in sealed envelopes bearing the Request for Proposal number, RFP Title, and the Name and Address of the bidder on the outside of the envelope. A properly completed Conflict of Interest Affidavit and Disclosure form and Reference Sheet must accompany the proposal. Failure to do so may deem the proposal nonresponsive.

All questions pertaining to this solicitation must be sent via email to Christine Van Vleet, Director of Procurement, at [cvanvleet@mohave.edu](mailto:cvanvleet@mohave.edu) no later than 12:00 pm on Monday, May 22, 2017. No oral communications can be relied upon for bid purposes. To the extent that a question causes a change to any part of the Request for Proposal, an amendment shall be issued addressing such.

RFP and amendments are posted on the College website at [www.mohave.edu/procurement](http://www.mohave.edu/procurement). All proposals are to be sealed, labeled with the subject of the proposal, and addressed to:

Mohave Community College  
Office of the President  
RFP 14-1617 Advertising  
1971 Jagerson Ave.  
Kingman, AZ 86409  
Phone: 928-757-0819

The proposal submission may be mailed or delivered to the above address to be received prior to the posted deadline.

## **CONTRACT TERM**

The term of this contract shall be for a one (1) year period, commencing on July 1, 2017 with two (2) additional one year terms, upon mutual approval. Mohave Community College reserves the right to add services or reduce scope of work. The final term will conclude June 30, 2020, unless terminated by either party with thirty (30) days written notice.

## **CAMPAIGN TIMELINES**

MCC call to action enrollment campaigns happen twice per year. Summer and Fall semester campaigns begin in April. Fall runs exclusively from June through the end of August. Spring semester enrollment campaign runs from the end of October through mid-January. Enrollment opening dates and class start dates fluctuate annually.

## **GOALS**

Working in collaboration with MCC's Marketing and Public Information Office (MPIO), the contractor will work toward and measure efforts against the following goals:

- Identify best methods to engage MCC's target audience through advertising

- Make strategic advertising buys to accomplish increased enrollment goal
- Ensure proper college messaging is employed in ads
- Drive measureable traffic and leads to MCC by using a marketing mix that spans digital and traditional media.

**TARGET AUDIENCE**

High School Students 14-19 years old

Working Adults 20-34 years old

Parents/Guardians

Primary Target Areas	Target audience pop. by 2021	Median Household Income
Kingman	10,236	\$43,643
Lake Havasu City	15,604	\$44,350
Bullhead City	12,284	\$39,094
Colorado City	2,088	\$35,499

More localized community demographic datasets can be found at <http://www.mohavelocator.com>

**STUDENT AND ENROLLMENT FACTS**

Information and data about current student enrollment and demographics can be found in attachment A. Information from prior years can be found on the College’s web site at:

<http://www.mohave.edu/about/institutional-information>

**SCOPE OF WORK**

The College currently utilizes an advertising media mix roughly 40% digital and 60% traditional media. It has not conducted independent local media research showing audience viewing, listening, reading habits. The agency will show a proven ability to obtain local audience market research in its ad buying decisions. Selected agency would work with MPIO to track ROI for traditional and digital media. Selected agency will make ad buys and adjust them accordingly to achieve goal. Selected agency will work with MPIO to ensure advertisements adhere to the college brand. A Google Premiere Partner is contracted to work with MPIO on AdWords campaigns through April of 2018, and the selected agency will work with MPIO and the Google partner to set and adjust the AdWords budget, which is included in the total budget and outlined below in the Current Advertising Mix section. The primary DMA for the advertising campaign is Mohave County, Arizona and the secondary markets are people living within 75 miles of the MCC Campuses in Kingman, Bullhead City, Lake Havasu City and Colorado City.

**MATERIALS AVAILABLE**

MPIO may provide branded messages, graphic artwork, video, photos, and possibly other materials to support the campaign. Any material items required outside that which MPIO can provide must be included in the total budget. Any additional material costs outside the total budget will be rejected.

## **MCC's Current Advertising Mix**

### **A. Television/Cable**

- a. College had not used television commercial spot targeted advertising until the Spring of 2017.
- b. There are no local television stations in Mohave County. It is in the Phoenix DMA, however residents can receive Las Vegas television over the air. The number of local viewers watching Las Vegas television stations is unknown.
- c. College is currently advertising on a cable system that penetrates roughly 60% of the households in Mohave County.

### **B. Radio**

- a. College utilizes radio ads during drive times (5-9 a.m. and 3-7 p.m. M-F).
- b. College is advertising primarily on 4 of the highest rated radio stations that target cities of Kingman, Bullhead City, Lake Havasu City and northern Arizona.

### **C. Newspaper/Magazine**

- a. College used local newspaper banner ads, both print and digital, targeting cities of Kingman, Bullhead City, and Lake Havasu City.

### **D. Social Media/Digital**

- a. In April 2017, MCC contracted with a Google AdWords Premiere partner to manage campaigns on this platform. Monthly fee \$399. Ad Spend \$1,000-\$3,999. If MCC terminates contract early, 50% of monthly fees left on the contract would be paid out.
- b. College has recently started utilizing YouTube advertising.
- c. College effectively uses Facebook/Instagram ads and boosted posts.
- d. College recently began using geo-fenced mobile ads.

### **E. Theaters**

- a. College runs theater ads in target markets.

### **F. Mass Transit**

- a. College has used advertising on local buses, but was discontinued based on lack of tracking ROI and has not yet been researched and revisited.

### **G. Outdoor**

- a. Billboards have been used, but there was no tracking of ROI so it was discontinued and has not yet been researched and revisited.

### **H. Other**

- a. Other media/advertising channels/outlets not listed here may be considered and must demonstrate their ability to reach our target market.

## **INFORMATION REQUESTED AND AGENCY CAPABILITIES AND REQUIREMENTS**

Carefully examine the specifications, conditions and limitations. The selection of the successful agency of record will be made based on Mohave Community College's evaluation and determination of the relative ability of each Agency/Individual to deliver quality service in a cost-effective manner. The following specific criteria will also be evaluated and must be addressed in the proposal:

### **1. Agency/Individual History and Organization**

Provide name, address and a brief history including brief biographical information regarding the personnel who would be directly responsible for the service.

Proposals must address the following:

- a) Explain how your agency would obtain market research to identify MCC target audience.
- b) Describe how your agency would ideally work with MPIO to ensure proper brand messaging engages the target audience.
- c) Specifically address how your organization would determine best advertising platforms to achieve goal.
- d) Outline ad spending percentages for each platform described in (c) based on total budget, including agency fees.
- e) Provide samples of advertisement product/component in "actual use."
- f) Digital examples must be online, and the URL link should be spelled out and included within the written proposal. Alternatively, digital examples can also be placed on a USB thumb drive and submitted with the hard copy proposal submission.

**2. Projected Cost Proposal and Media Placement Fees**

Provide rates and any and all associated fees corresponding with the conception and production of services provided below over a three-year period:

- Billboard designs- poster and billboard sizes
- Radio Campaign (develop concept and help produce eight (8) new 60 second spots)
- Newspaper Campaign - 10 print ad concepts and produced pieces
- Television Campaign - develop concept and production for two (2) 30 second spots

Cost: \$ \_\_\_\_\_ over three year period. Should include any additional media buying costs.

**3. Insurance (Companies/Contractors only, does not apply to individuals)**

The successful provider shall carry and maintain, with respect to any work or service to be performed at MCC facilities, insurance written by a responsible insurance carrier, to provide for the following:

- Workers' Compensation as required by applicable statute and Employer's Liability Insurance
- Commercial General Liability Insurance in the amount of \$1,000,000 listing the College as additional insured
- Automobile Liability
- Include a copy of Certificate of Insurance including limits with the response.

**4. References**

Provide at least three (3) client references whose facilities are comparable in size and profile to Mohave Community College. Include company name, address, and contact person with contact phone number.

**5. Must provide (3) Samples of each: print, broadcast (radio and television), and billboard campaigns as described under "Scope of Work."**

*Mohave Community College is not obligated to accept the lowest proposal and reserves the right to reject any and all proposals or amend the scope of the project. All of the Agencies/Individuals must be duly licensed or otherwise have the ability to perform work in accordance with all governing local authorities and to the satisfaction of those authorities.*

Mohave Community College would like thank you in advance for your interest in participating in this request for proposal. If for some reason you are unable to submit a proposal to the College, please let us know the reason why so you will remain on our active bidders list for the future. You may send an email to [purchasing@mohave.edu](mailto:purchasing@mohave.edu).

## TIMELINE

RELEASE – RFP 14-1617	Wednesday, May 10, 2017
Questions from vendors due – <b><u>by 12:00 PM</u></b>	Monday, May 22, 2017
Response to questions from vendors (Addenda)	Wednesday, May 24, 2017
RFP DUE PRIOR TO 4:00 PM	Wednesday, June 7, 2017
Advertising Campaign begins	August 2017

## CONFLICT OF INTEREST AFFIDAVIT AND DISCLOSURE

A. "Conflict of interest" means that because of other activities or relationships with other persons, a person is unable or potentially unable to render impartial assistance or advice to the College, or the person's objectivity in performing the contract work is or might be otherwise impaired, or a person has an unfair competitive advantage.

B. "Person" has the meaning and includes a bidder, offeror, Contractor, consultant, or subcontractor or sub consultant at any tier, and also includes an employee or agent of any of them if the employee or agent has or will have the authority to control or supervise all or a portion of the work for which a bid or offer is made.

C. The bidder or offeror warrants that, except as disclosed in D below, there are no relevant facts or circumstances now giving rise or which could, in the future, give rise to a conflict of interest.

D. The following facts or circumstances give rise or could in the future give rise to a conflict of interest (explains in detail--attach sheets if necessary):

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E. The bidder or offeror agrees that if an actual or potential conflict of interest arises after the date of this affidavit, the bidder or offeror will immediately make a full disclosure in writing to the Procurement Officer of all relevant facts and circumstances. This disclosure shall include a description of actions which the bidder or offeror has taken and proposes to take to avoid, mitigate, or neutralize the actual or potential conflict of interest. If the contract has been awarded and performance of the contract has begun, the Contractor shall continue performance until notified by the Procurement Officer of any contrary action to be taken.

I DO SOLEMNLY DECLARE AND AFFIRM UNDER THE PENALTIES OF PERJURY THAT THE CONTENTS OF THIS AFFIDAVIT ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE, INFORMATION AND BELIEF.

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

**By:** \_\_\_\_\_  
(Signature of Authorized Representative and Affiant)

**Printed Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Federal Employer Identification Number (FEIN):**  
\_\_\_\_\_



## REFERENCES

**EACH BIDDER IS REQUIRED TO LIST THREE (3) RECENT CUSTOMERS OF SIMILAR REQUIREMENTS. FAILURE TO SUBMIT REFERENCES WILL DEEM BID NON-RESPONSIVE.**

1. Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_

Contact Person 1: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Contact Person 2: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
E-mail: \_\_\_\_\_

2. Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_

Contact Person 1: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Contact Person 2: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
E-mail: \_\_\_\_\_

3. Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_

Contact Person 1: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Contact Person 2: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
E-mail: \_\_\_\_\_







