

Request for Qualifications
Marketing and Communications
Brand and Media Strategy

Jefferson College:
Community College District of Jefferson County
1000 Viking Drive
Hillsboro, MO 63050

RFQ # 240016
Closing Date: May 16, 2024
(Not Later Than 2:30 p.m.)

I. GENERAL CONDITIONS

The Community College District of Jefferson County is requesting Qualifications from agencies/vendors for a Marketing and Communications Brand and Media Strategy to be submitted by **2:30 P.M., May 16, 2024**, at the College Business Office, in the Administration Building, on the Hillsboro Campus, Attention Kayla Barren, Administrative Assistant.

Proposals must be sealed in an envelope and clearly marked on the outside in the lower left-hand corner "Qualifications: Marketing and Communications Brand and Media Strategy [RFQ #240016]". Failure to comply with this provision of the specification may result in the rejection of the proposal. It is the responsibility of the agency/vendor to confirm the delivery of the proposal at the proper place and time. There will not be exceptions made for proposals delivered late or to the wrong location. **Faxed, emailed, or oral proposals will not be accepted.**

All questions or requests for additional information must be submitted by email only to Blake Tilley, Executive Director - Development and Strategic Communications, btalley@jeffco.edu, no later than 2:30 p.m. on Wednesday, May 8, 2024. All questions and responses will be posted as an addendum by 4:30 p.m. on Thursday, May 9, 2024, on www.jeffco.edu/bids.

Verbal responses to any inquiry cannot be relied upon and are not binding to either party.

All proposals are to be F.O.B. Jefferson College/prepaid, delivered and be valid for 60 days after closing date. The Community College District of Jefferson County is a public institution and is exempt for all federal, state and local taxes. Do not include any taxes in the quotation. Jefferson College will award to the bidder meeting all specifications and the needs of the College. Jefferson College reserves the right to reject any or all proposals in whole or in part and waive any informality.

The project price quote should be inclusive. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format. If the bid excludes certain fees or charges, or variable fees and charges, an explanation of those fees and charges must be provided.

Qualifications award will be made on or about June 13, 2024, and an order will be placed immediately thereafter. The successful agency/vendor will be notified of the award and order details will be completed.

Proposal/Bid Timeline

Open for Bids	April 25, 2024
Deadline for Submission of Written Questions (2:30 p.m.)	May 8, 2024
Answers to Questions Posted on Website	May 9, 2024
Bids Due (2:30 p.m.)	May 16, 2024
Bid Awarded (Estimated)	June 14, 2024

II. INSTITUTIONAL BACKGROUND AND TARGET AUDIENCES

Jefferson College (JC) is a public two-year community college in Jefferson County, Missouri, founded in 1963, whose mission is to serve our community by delivering quality learning opportunities that empower individuals to achieve their goals. Programs include GED, college preparation, college transfer, career/technical training, workforce development, and self-improvement that strengthen the local economy and provide opportunities for personal and professional growth.

JC offers credit and non-credit courses at its main campus in Hillsboro, an additional site in Arnold, and an online virtual campus. The institution offers five (5) associate degrees and a variety of career-oriented certificate programs. Enrollment for the Fall 2023 semester was 3,769 students.

The Fall 2023 student body included 40.6% male, 58.6% female and 0.8% other. The average age is 22 years old, which includes an age breakdown of: 28.6% <17, 55.2% 18-24, and 16.1% 25+.

JC’s current audience includes traditional post-secondary and adult potential students, community members, current students and employees, donors, business and industry. JC offers credit degrees and certificates and non-credit workforce training programs, small class sizes, personalized student support services, diverse financial aid packages and scholarship opportunities. These are just a few of the many reasons why students choose to further their education at JC, along with the value of education.

Employees, students and the entire campus community provide a welcoming, inclusive campus where community is built in and out of the classroom through such programs as the Performing and Cultural Enrichment Series, Athletics, Friday Speakers Series, Observatory, and other community engagement events.

III. PROJECT DESCRIPTION AND INTRODUCTION

JC Marketing and Communications office strives to achieve a strong, efficient marketing mix to increase awareness and reach potential students by utilizing online venues (digital advertising), print, radio, billboards, direct mail, recruiting publications, television, social media and its website as primary strategies for reaching its target markets.

JC is interested in utilizing the services of a comprehensive marketing/advertising agency/vendor to recommend creative content, and to develop and implement a brand and media strategy to support JC, including assisting in planning, negotiating and placing media advertising channels in multiple markets using a variety of modalities including, but not limited to geofencing, device targeting, digital and traditional marketing channels.

JC is focused on making data-driven decisions, and its primary measure of performance is enrollment. Enrollment is often achieved through multiple exposures to JC through targeted events and initiatives aimed at building preference for the school. The primary target audience is traditional high school graduates from the 11 public school districts in Jefferson County. JC has budgeted approximately \$50,000 for these services, and recommended media spends are not included in the \$50,000 budget.

a. Branding

JC seeks an experienced agency/vendor to assist the Marketing and Communications office in creating a comprehensive brand strategy, both long- and short-term, based on research and data, that is unique to JC and the communities it serves, which may include creative content to support the brand, including digital and traditional platforms.

b. Media Buying and Planning

JC seeks an experienced agency/vendor to assist the Marketing and Communications office in a planning and buying media strategy to promote awareness and enrollment for traditional and adult learners.

JC has three enrollment periods that are generally open during November through January (for Spring) and March through August for both Summer and Fall semesters. The advertising budget for these initiatives for FY25 (July 1, 2024-June 30, 2025) is approximately \$200,000, but may be increased or decreased annually based on JC Board of Trustees approved available funding.

Events, activities and specific initiatives also occur throughout the academic year (August through May) and typically require advertising and promotions to create awareness, interest and engagement. These activities are not included in the allowed budget; however, planning and buying for individual flights/requests are possible based on events, various program needs, start-ups, etc.

The chosen agency/vendor will work closely with the Marketing Project Manager and will need to be or become knowledgeable of JC's objectives, target audiences, demographics, geographies, etc. (as established through the brand audit) in order to develop and plan and choose media effectively.

Creative output will be handled in-house by the JC Marketing and Communications office, but the option for creative support, including video production, graphic design and desktop publications could be provided by the agency/vendor at an additional cost.

The chosen agency/vendor will have expertise in creating media mixes, conceptualization, creating media and production. The agency/vendor may serve as the primary point of contact, including calls and emails, from external entities.

c. Media Relations Strategy

JC seeks an experienced agency/vendor to devise a non-paid media relations strategy to increase JC's presence in relevant media outlets. This may include identifying key media contacts and outlets for targeted outreach efforts; development of compelling story angles and press releases to generate media coverage and positive publicity; and possibly providing media training for college spokespersons to effectively communicate key messages to the press.

IV. SUBMISSION REQUIREMENTS

All agencies/vendors replying to this request for qualifications are required to include the following in their submission:

1. Agency/Vendor name
2. Agency/Vendor history and breadth of work/experience in higher education (including added value brought to this proposal)
3. Examples (including other works done in higher education) of creative
 - a. Digital
 - i. Website
 - ii. Device targeting
 - iii. Social media
 - iv. Geofencing
 - v. Banner ads
 - vi. SEO
 - vii. other
 - b. Traditional
 - i. Television
 - ii. Radio
 - iii. Print
 - iv. Outdoor
4. Point of contact with profile(s) of staff
5. Examples of brand strategies
 - a. Examples of re-branding campaigns
 - i. Soft rebrands
 - ii. Full rebrands
6. Examples of leveraged buying experience agreements
7. Explanation of data sources used in buys
8. Three references from organizations similar in scope, size and service (higher education) to JC (See Attachment A)
9. Strategy Cost Proposal Form (See Attachment B)
10. Disclosure of all higher education clients in Missouri, served to help identify potential conflicts of interest

V. BASIS OF EVALUATION

JC will evaluate the proposals and award to the bidder meeting all specifications and the needs of JC with special focus on:

- Demonstrated experience working with higher education institutions
- Agency fee structure
- Methodology
- References
- Company fit

JC reserves the right to reject any or all bids in whole or in part and waive any informality.

VI. PROPOSAL FORMAT

Five copies of your proposal are to be received **on or before 2:30 P.M., May 16, 2024**, at the Jefferson College Business Office, located in the Administration Building, on the Hillsboro Campus, Attention Kayla Barren, Administrative Assistant.

Length and Font Size: Please use 11 point Times New Roman or Calibri font.

Title Page: Jefferson College, Qualifications: Marketing and Communications Strategy, your company name, address, website address, telephone number, email address, and primary contact person.

Cover Letter: Signed by an authorized representative of the agency/vendor quoting services.

Proposal/Qualifications/Required Information: Provide the information requested in Section IV, including a list of at least three recent references (Attachment A) and the Strategy Cost Proposal form (Attachment B).

VII. PLANNING AND TERMS

Upon selection, the agency/vendor will work with JC to establish an annual plan, including a budget, that recommends media purchases, strategy, branding and KPIs to measure ongoing performance.

The awarded agency/vendor will be required to attend one meeting prior to each open enrollment period, three times per academic year, with staff to understand JC's objectives and priorities, ask relevant questions and to review and discuss the creative direction in order to coordinate objectives and the plan.

Services detailed in this proposal will be rendered for a period of 12 months, with an option to renew annually for a period of two additional years, based on funding and JC Board approval.

This project is subject to the JC Board of Trustees approval of funding on or about June 13, 2024.

**ATTACHMENT A:
MARKETING AND COMMUNICATIONS BRAND AND MEDIA STRATEGY REFERENCE FORM**

The following form must be completed and submitted with the proposal.

1. Company Name: _____
Contact Person: _____
Title: _____
Email Address: _____
Phone: _____
Address: _____

2. Company Name: _____
Contact Person: _____
Title: _____
Email Address: _____
Phone: _____
Address: _____

3. Company Name: _____
Contact Person: _____
Title: _____
Email Address: _____
Phone: _____
Address: _____

ATTACHMENT B: MARKETING AND COMMUNICATIONS BRAND AND MEDIA STRATEGY COST PROPOSAL FORM

The following form must be completed and submitted with the proposal.

The quoted project price quote should be inclusive. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format, when and where possible. If the bid excludes certain fees or charges, or variable fees and charges, an explanation of those fees and charges must be provided.

JC has budgeted approximately \$50,000 for these services, and recommended media spends are not included in the \$50,000 budget.

JC has three enrollment periods for Spring, Summer and Fall classes. The advertising budget for these initiatives for FY25 (July 1, 2024-June 30, 2025) is approximately \$200,000, but may be increased or decreased annually based on board-approved available funding.

Please list your fee below and include a cost breakdown if necessary.

Agency/Vendor Fee(s) \$ _____

Name of Agency/Vendor and Representative Signature:
