

REQUEST FOR PROPOSAL
DIGITAL MARKETING CAMPAIGN FOR SUMMER/FALL 2023 & SPRING 2024
FOR
ILLINOIS VALLEY COMMUNITY COLLEGE
PROPOSAL # RFP2023-P08

INTRODUCTION

The successful digital marketing firm will partner with IVCC's Community Relations Office to support recruitment efforts by building a campaign to grow enrollment and provide transparent, comprehensive reporting and real-time dashboards.

Illinois Valley Community College is soliciting vendor bids for a 12-month digital marketing campaign. The campaign will follow IVCC's 2023-24 marketing road map to increase enrollment and raise awareness of the college through media buys and messaging. Campaign will run July 1, 2023 through June 30, 2024 – and includes all media buys orchestrated by the successful vendor, with regular contact with the college to ensure that the campaigns are in alignment with the college brand standards and marketing.

Specifically, the plan targets the district's growing Latinx population, high school/IVCC dual credit students, men, low-income and minority prospects.

Each sector will be messaged differently. For example, our messaging to dual credit students encourages them to keep moving forward with IVCC after high school graduation.

The campaign will consist of multiple efforts, including but not limited to search engine marketing, pixel support and set-up, conversion rate optimization, and landing page development and management.

In addition, the college asks the vendor to provide Hispanic translation for ads when appropriate and when requested.

INSTRUCTION TO BIDDERS

A copy of the signed proposal must be submitted to:

**Illinois Valley Community College District No. 513
Purchasing Department – Room C343
815 North Orlando Smith Road
Oglesby, Illinois 61348**

ALL PROPOSALS MUST BE IN A SEALED ENVELOPE, MARKED “RFP FOR DIGITAL MARKETING CAMPAIGN SUMMER/FALL 2023 & SPRING 2024” AND DELIVERED NO LATER THAN MAY 18, 2023 AT 10:00 A.M. Late proposals will not be considered.

Electronic proposal submissions will be accepted and can be sent to purchasing@ivcc.edu; vendors, however, assume the risk of premature disclosure due to submission in an unsealed form. It is strongly suggested that vendors choosing to submit electronically also submit copies of the proposal in written form as specified above.

Please submit all questions to Michelle Carboni, Director of Purchasing, via e-mail.

Name	Phone	E-Mail address
Michelle Carboni	815-224-0417	michelle_carboni@ivcc.edu

The College reserves the right to accept or reject any or all proposals received or any parts thereof, or to negotiate separately with any vendor whatsoever if no acceptable proposals are submitted in order to best serve the interest of the College. The submission of a proposal indicates acceptance by the vendor of the conditions contained in the request for proposal (RFP), unless clearly and specifically otherwise noted in the submitted proposal and confirmed in the contract between the College and the vendor selected. The RFP is made for information and planning purposes only and does not obligate or bind the College contractually to accept any proposals submitted.

SCHEDULE OF EVENTS

Event	Date and Time
Request for Proposal Issued	05-05-2023
Proposals Due and Bid Opening	05-18-2023
Finalist Presentations	Week of May 22-26
Selection Notification	June 9, 2023
Services to begin	July 2023
Services to be completed	June 2024

SELECTION CRITERIA

The following criteria will be used by the College to evaluate the proposals and to make a recommendation:

1. Experience in creating and executing digital marketing campaigns.
2. Suggested timeline and content for an IVCC campaign
3. References
4. Budget and schedule

Acceptance of a proposal will be based on the total package of services offered. The College reserves the right to request additional information during the evaluation period.

ACKNOWLEDGEMENT OF ADDENDA

Signature of a company official on an original document shall be construed as acknowledgement of receipt of any and all addenda pertaining to this specific proposal. Identification by number of addenda and date issued should be noted on all proposals submitted. FAILURE TO ACKNOWLEDGE RECEIPT OF ADDENDA ON PROPOSAL SUBMITTED MAY RESULT IN DISQUALIFICATION OF PROPOSAL.

PROPOSAL PROCEDURES

No proposal shall be modified, withdrawn, or canceled for (60) sixty days after the proposal opening date without the consent of the College.

Changes or corrections may be made in the proposal documents after they have been issued and before proposals are received. In such cases, the College will issue a written addendum describing the change or correction to all bidders of record. Such addendum shall take precedence over that portion of the documents concerned and shall become part of the proposal documents. Except in unusual cases, addendum will be issued to reach the vendors at least (5) five days prior to the date established for receipt of proposals.

Each vendor shall carefully examine all proposal documents and all addenda thereto and shall thoroughly familiarize themselves with the detailed requirements thereof prior to submitting a proposal. Should a vendor find discrepancies or omissions from documents, or should there be doubt as to their meaning, they shall, at once, and in any event not later than (10) ten days prior to proposal due date, notify the Director of Purchasing who will, if necessary, send a written addendum to all bidders. The College will not be responsible for any oral instructions. All inquiries shall be directed to the Director of Purchasing. After proposals are received, no allowance will be made for an oversight by the bidder.

SIGNATURE ON PROPOSALS

The College requires the signature on proposal documents to be that of an authorized representative of said company. Each Bidder, by making her/his proposal, represents that she/he has read and understands the proposal documents and that these instructions to vendor are a part of the specifications.

TAX EXEMPTION

The College is tax exempt and therefore all proposal submissions should not include tax.

INVESTIGATION OF BIDDERS

The College will make any necessary investigation to determine the ability of the bidder to fulfill the proposal requirements. The College reserves the right to reject any proposal if it is determined that the bidder is not properly qualified to carry out the obligation of the contract.

PROPOSAL AWARD

The successful vendor, and/or any vendor, shall not proceed on this proposal until it receives a purchase order from the College. Failure to comply is the risk of the vendor.

PROPOSED AGREEMENT

Please submit a sample of your company's agreement with your proposal. We will ask for the successful bidder to provide the annual cost, to be billed immediately upon approval.

CERTIFICATION FORM

Bidders must sign the enclosed Certification Form that refers to the Criminal Code of 1961 and to the Illinois Human Right Act dealing with Sexual Harassment. The signed Certification must be submitted with your proposal. Failure to do so may result in the rejection of your proposal.

EQUAL OPPORTUNITY EMPLOYMENT

Illinois Valley Community College District No. 513 is an Equal Opportunity/Affirmative Action Employer, and parties doing business with the College must comply with the employment opportunity clause as required by the Illinois Fair Employment Practices Commission. The successful bidder must agree to conform to the current rules and regulations of the Fair Employment Practices Commission. Illinois Valley Community College District No. 513 is committed to a policy of non-discrimination on the basis of sex, handicap, race, color, and national or ethnic origin in the admission, employment, education programs, and activities it operates.

LAW GOVERNING

Any contract resulting from this RFP shall be governed by and construed according to the laws of the State of Illinois, without regard to conflict of law principles.

BUSINESS ENTERPRISE FOR MINORITIES, FEMALES, AND PERSONS WITH DISABILITIES ACT COMPLIANCE

The College recognizes the importance of increasing the participation of businesses owned by minorities, females and persons with disabilities in public contracts. It is the policy of the College to promote the economic development of disadvantaged business enterprises by setting aspirational goals to award contracts to businesses owned by minorities, females, and persons with disabilities for certain services, to the extent provided by the Business Enterprise for Minorities, Females and Persons with Disabilities Act (“Act”), 30 ILCS 575/0.01 et seq. and the Business Enterprise Council for Minorities, Females, and Persons with Disabilities (“Council”) which serves to implement, monitor and enforce the goals of the Act.

W-9 FORM

Please complete the enclosed W-9 form and return with your proposal.

REQUIREMENTS

Project Summary

The successful digital marketing firm will partner with IVCC's Community Relations Office to support recruitment efforts by building a campaign to grow enrollment and provide transparent, comprehensive reporting and real-time dashboards.

The campaign will consist of multiple efforts, including but not limited to:

- Search Engine Marketing
- Programmatic Display and Video Advertising including Retargeting
- IP/Geotargeting/Geofencing/List Video and Display Advertising
- Pixel Support and Setup
- Conversion Rate Optimization
- Audience and Persona Build-Out and Targeting
- Analytics Setup and Customization
- Landing Page Development and Management
- Creative Messaging and Copy Writing

The target markets are:

- High school students (Ages 16-18) and their parents/guardians
 - This includes:
 - Students who enroll in IVCC Dual Credit courses in high school
 - Future graduates who are interested in transferring to a 4-year college and/or students interested in technical programs that allow them to enter the workforce as soon as possible
- Online learners
 - Students interested in completing their degree completely online
- Adult students/nontraditional students (19-25, 26-45) interested in changing careers or gaining skills to increase earning potential
- Outreach to the declining segment of men age 18-24 will include program-specific messaging and encourage them to build a stronger foundation for the future at IVCC.

The successful firm will provide creative support for digital efforts, and will perform media buying, placement, and monitoring.

Integral to this campaign are project updates given to the IVCC Community Relations Office on a monthly basis and will establish open communication with IVCC. These updates will allow for a collaborative approach and an opportunity for adjustment and/or strengthening digital efforts mid-stream.

The successful firm will provide a final comprehensive report detailing marketing efforts and specifically outlines the project's success at growing enrollment.

Objectives

- Increase enrollment in IVCC's credit-bearing courses
- Increase awareness of IVCC's brand and offerings
- Strengthen engagement with prospective students

Deliverables

Please include the following elements in your proposal:

- Strategic plan for digital marketing efforts to coincide with IVCC's enrollment timelines and recruitment efforts.
- Create targeted digital advertising and messaging across a wide variety of platforms that engages, cultivates and eventually leads to enrollment of prospective students. Digital advertising to include measurable data for impressions and reach.
- Website retargeting to capture visitors to the IVCC website.
- Search Engine Marketing (SEM) and Search Engine Optimization to increase IVCC website traffic and prospect generation.
- IP/Geofencing/Geotargeting to target prospective IVCC students
- Provide ongoing return on investment information that specifically demonstrates the effectiveness of every facet of the ad strategy. The ROI data should be provided regularly in an easy-to-understand, easy-to-access manner (i.e. dashboard concept or report form) and include comparisons to industry standards/expectations in each medium.
 - This information will be used to adapt and adjust marketing efforts.
- Final comprehensive report detailing marketing efforts and specifically outlines the project's success at growing enrollment.

References/Digital Campaign History

Vendor must provide at least three references.

Vendor must also provide at least three brief case studies of successful digital marketing campaigns:

- Include specific gains accomplished by the campaign
- Include any campaigns involving educational institutions

PROPOSAL SIGNATURE PAGE

Having read and understand the specifications and requirements of Digital Marketing Campaign 2023-24- Proposal # RFP2023-P08, I agree to the terms and conditions of this proposal.

Submitted By;

Company

Authorized Signature

Address

Printed Name

City State Zip

Phone

Fax

E-Mail

Date

CERTIFICATION FORM

**TO: ILLINOIS VALLEY COMMUNITY COLLEGE DISTRICT NO. 513
OGLESBY, IL 61348**

**Pertaining to the proposal titled: Digital Marketing Campaign 2023-24 -
Proposal # RFP2023-P08**

I/We, as the Bidder, certify that I/we have not been barred from bidding on this project as a result of a conviction for either bid-rigging or bid-rotating under *Article 33E* of the “*Criminal Code of 1961*”

We also do hereby certify that we have a written sexual harassment policy in place in full compliance with *Section 2-105 of the Illinois Human Rights Act* and will, upon request, be able to provide such written policy to the Department of Human Rights.

NAME OF CONTRACTOR/BIDDER

TITLE

DATE

THIS FORM MUST BE RETURNED WITH YOUR PROPOSAL TO:

**Illinois Valley Community College District No. 513
Purchasing Department – Room C343
815 North Orlando Smith Road
Oglesby, Illinois 61348**

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.			
	2 Business name/disregarded entity name, if different from above			
	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ <small>Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.</small> <input type="checkbox"/> Other (see instructions) ▶ _____		4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>	
	5 Address (number, street, and apt. or suite no.) See instructions.		Requestor's name and address (optional)	
	6 City, state, and ZIP code			
	7 List account number(s) here (optional)			

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number								
				-				
OR								
Employer identification number								
				-				

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ▶	Date ▶

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
 - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding*, later.