REQUEST FOR PROPOSAL

MARKETING PLAN
FOR
ILLINOIS VALLEY COMMUNITY COLLEGE

PROPOSAL #RFP2015-P05

INTRODUCTION
The purpose of this project is to reinforce a strong brand for IVCC, elevate the image of the College both internally and in the overall community, help rebuild student enrollment numbers by cultivating new students and improving retention among current students, project sustainable future enrollments, and positively impact the economy and educational goals of the IVCC district.

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 MARKETING PLAN” AND DELIVERED NO LATER THAN JULY 6, 2015 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. Proposals will be publicly read aloud in Room C-326, Illinois Valley Community College District No. 513, Oglesby, Illinois, at 10:00 a.m. on July 6, 2015.

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

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<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>E-Mail address</th>
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<tbody>
<tr>
<td>Michelle Carboni</td>
<td>815-224-0417</td>
<td><a href="mailto:michelle_carboni@ivcc.edu">michelle_carboni@ivcc.edu</a></td>
</tr>
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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), Marketing Plan RFP2015-P05
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**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date and Time</th>
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<tbody>
<tr>
<td>Request for Proposal Issued</td>
<td>June 15, 2015</td>
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<tr>
<td>Proposals Due and Bid Opening</td>
<td>July 6, 2015 by 10:00 AM</td>
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<tr>
<td>Services to begin</td>
<td>August 17, 2015</td>
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<td>Services to be completed</td>
<td>August 17, 2016</td>
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**SELECTION CRITERIA**
The following criteria will be used by the College to evaluate the proposals and to make a recommendation:

1. Experience in working with community colleges and universities
2. Scope of Plan
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 RECEI PT 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.
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.

W-9 FORM

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

Project Summary

The purpose of this project is to reinforce a strong brand for IVCC, elevate the image of the College both internally and in the overall community, help rebuild student enrollment by cultivating new students and improving retention among current students, project sustainable future enrollments, and positively impact the economy and educational goals of the district IVCC serves.

Deliverables

- The development, implementation, and execution of an overarching yearlong objective-based and strategy-driven marketing plan utilizing multiple mediums with primary end goals of cultivating new students and improving retention among current students.
  - Said plan should include a situation analysis, tactics designed to meet specific strategies, and a budget needed to support tactics.
  - Said plan should also include specific strategies and tactics designed to elevate the brand image of the College among traditional-age students and identify marketing methods that effectively appeal to the non-traditional returning adult student (aged 20-40) and where to reach them.

- The development of a market analysis study identifying potential areas of future credit hour growth that is both realistic and sustainable.

References

Vendor must provide at least three references.
PROPOSAL SIGNATURE PAGE

Having read and understand the specifications and requirements of Marketing Plan- Proposal # RFP2015-P05, 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: Marketing Plan- Proposal #RFP2015-P05

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 Section2-105 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