

**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

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 c 0 Tw 3.87 0 Td(-)Ta[(t)7.,7 Tc 0.c 0.006 Tw 0.voncgs7 (s)-1.4 ()]TJ6.6 (eg

- c. **Media Relations Strategy**
JC seeks an experienced

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

**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: _____

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 satsF5s0ecl f bvo w bgetrmgern s wleeh ff(p)-0.4 (u)-0..8 (e)- ()TJ0.00i