



**REDLANDS COMMUNITY COLLEGE
1300 S. COUNTRY CLUB ROAD
EL RENO, OK 73036-5304**

**REQUEST FOR PROPOSALS
Recruitment Marketing Campaign**

*Redlands Community College, a public higher education member institution
of the State of Oklahoma,
Seeks proposals to provide marketing support services.*

**REDLANDS COMMUNITY COLLEGE
Jack Bryant, President**

September 9, 2019

Deadline for responses: Friday, October 11, 2019 2:00 P.M. CST

1. GENERAL INFORMATION

a. Mission and Structure of Redlands Community College

Redlands Community College (hereinafter called Redlands) is a fully accredited two-year college in the Oklahoma State System of Higher Education. The college was founded in 1938 under the auspices of El Reno Public Schools, District I-34, and was originally housed in the basement of El Reno High School. Later, the college moved to the former El Reno Post Office, which was converted into classrooms, laboratories, and offices for the growing institution. In 1971, the public school district junior college ceased to exist, and the people of the district voted to establish a full-fledged junior college district under the governance of the El Reno Junior College Board of Regents. Later, in 1974, legislation was passed establishing the college as a full member of the Oklahoma State System of Higher Education. On September 1, 1991, the name of the college was officially changed to Redlands Community College. Redlands Community College undertook the first phase of construction on its present site north of Interstate 40 at 1300 S. Country Club Road in 1971. Over the years, the campus has grown to include seven buildings and now encompasses 55 acres. The 150 acre Darlington Agriculture Education and Applied Research Center and the 310 acre Redlands Royse Ranch are located north of El Reno and house all agriculture and equine operations.

Redlands Community College is governed by the Oklahoma State Regents for Higher Education and the Redlands Community College Board of Regents.

The mission of Redlands is to prepare students for lifelong learning in a high technology, fast-paced environment. By investing in a technology infrastructure, professional development of employees, and a flexible curriculum, Redlands Community College will prepare students for the 21st Century. The components of the Mission Statement include:

- Provide programs consistent with the first two years of a baccalaureate degree program;
- Offer an innovative curriculum designed to enhance collaborative learning;
- Provide opportunities for students in a supportive learning environment to develop leadership skills to function in a culturally diverse society;
- Provide clubs and organizations which focus on student needs and student success;
- Provide an environment of planned change based on imagination and a shared vision;
- Become a dynamic leader in services provided to the local, regional, and global community;
- Provide one-year and two-year occupational and technological programs, preparing graduates for jobs in industry, business, and service occupations;
- Participate in programs that enhance the economic development at the local, state, and national level.

b. Overview of Services Requested

Redlands Community College is accepting quotes for a marketing campaign focused on increasing student enrollment. This will include developing creative concepts, collateral materials and a detailed plan for placement, in coordination with the Redlands staff. The campaign should include clarified goals and outcomes, timelines, specifications for placement and recommended evaluation methods.

Specifically, Redlands is requesting assistance to:

- Evaluate target populations to determine the most effective methods for connecting Redlands' offerings with prospective student populations
- Design marketing messages that are consistent with identified recruitment goals, programs offerings, assessment of service area demographics, and established marketing trends and community college recruitment
- Develop marketing communications to be utilized across print, digital and social media platforms
- Design templates and elements to support campaign and ad strategy
- Design the college viewbook to incorporate established messages and design elements
- Provide a report evaluating the effectiveness of the marketing campaign based on pre-determined measures of success
- Bidders are encouraged to propose ideas and suggestions not specifically requested in this RFP that may help enhance the impact and influence of the College through the proposed projects.

c. Proposal Content

Bidders shall ensure that all information requested below is submitted as a part of the proposal and are encouraged to submit additional information that would further describe their capabilities. Responses should be presented in this order and clearly marked with the section number to which they are responding. Bidders should describe and provide strategies and proposed pricing for each service requested.

1. Provide the name, address, email address, title, and phone number of the primary person responsible for this Request for Proposal (RFP);
2. A statement of qualifications including number of years in the business, company's structure, statement of company business, purpose and core strengths;
3. Work samples relevant to higher education and/or to Redlands' objectives;
4. A list of similar projects conducted in the last three years for colleges, universities or other companies of institutions similar in size and resources Redlands;
5. A profile of key personnel to be involved in the project;
6. If your proposal requires integration with a third party partner to meet the requirements in this RFP, we ask that you specify this;

7. A list of three references for work performed within the last three years on projects of similar size and scope;
8. An indication of the types of information and data you would require from Redlands to execute the campaign;
9. A short brief of not more than three pages providing any initial thoughts on the campaign, what unique qualifications your agency brings to this opportunity, how your agency might proceed if awarded the opportunity, an estimated schedule and estimated budget (creative development, media, agency fees, other) for the campaign.

This RFP represents the current needs of the College. However, the requested services may change throughout the duration of the scope of work. Final proposals should include a quote for hourly rates for services rendered beyond the original scope of work.

d. Description of Requirements

Bid prices shall be inclusive of all costs related to the development, implementation and placement of the necessary materials. Redlands Community College will retain all rights to materials developed.

It is the intent of the College to award this contract for an initial effective from the date of award through June 30, 2020. With mutual written agreement of the parties, this Contract may be renewed for four (4) additional one-year periods.

Insurance Requirements: Selected contractor must provide a certificate of liability insurance with a minimum of a \$1,000,000 General Liability Coverage. If contractor does not carry liability insurance, an affidavit of exempt status under the Workers' Compensation Act form can be substituted. This form is available upon request.

Non-exclusive Arrangement: The contractor agrees and understands that the contract shall not be construed as an exclusive arrangement and further agrees that Redlands may, at any time, secure similar or identical services from other vendors at its sole option.

e. The Submission Process

Companies interested in submitting quotes can send electronic quotes to:
jena.marr@redlandsc.edu

It may be deemed necessary to eliminate one or more of the projects, so bids should include a quote for all services and an itemized quote for each proposed service.

Or mail quotes to:

Redlands Community College
Attn: Jena Marr, Executive Vice President of Administration & Finance
1300 S. Country Club Road
El Reno, OK 73036

Companies submitting quotes in response to this request are encouraged to submit examples of high-quality campaigns.

This is an open and competitive process.

The quotes must contain the signature of an authorized officer or agent of the company submitting the quotes.

Quotes must be received by the designated person no later than 2:00 PM CST on Friday, October 11, 2019.

Quotes submitted by mail are to be in a sealed, large mailing envelope, with the name and address of the bidder in the upper left corner, the name and address of the Quote designee (as shown above) in the middle front, and the words "Marketing" in the lower left corner of the mailing envelope.

Quotes received after 2:00 PM CST on Friday, October 11, 2019, will not be considered.

The price quoted should be inclusive.

If the execution of work to be performed by the submitting company required the hiring of sub-contractors, this must be clearly stated in the proposal. Sub-contractors must be identified and the work they will perform must be identified. In the proposal provide the name and address of the sub-contractor. Redlands will not refuse a proposal based upon the use of sub-contractors; however, Redlands retains the right to refuse the proposed sub-contractor submitted as part of the proposal. Once selected and approved, any sub-contractors will be bound by the same policies, procedures, and regulations as will be required of the lead company.

Redlands reserves the right to reject any or all proposals submitted if such election is deemed to be in the best interest of Redlands. Redlands assumes no obligations, no responsibility, and no liability for costs incurred by the responding companies prior to the issuance of a contract.