

**COLLEGE OF DuPAGE
REGULAR BOARD MEETING**

BOARD APPROVAL

1. SUBJECT

The planned annual (July 2017-June 2018) aggregate spend for radio, social media, search engine marketing and online advertising with Zehnder Communications.

2. REASON FOR CONSIDERATION

Multiple purchases of the same type of item or service from the same vendor, exceeding the statutory limit of \$25,000, must be approved by the Board of Trustees.

3. BACKGROUND INFORMATION

This purchase is necessary to support the College's student recruiting efforts. The Marketing department utilizes radio, social media, search engine and online advertising to reach primarily traditional-age prospective students, but also adult students.

We utilize an agency to obtain the best pricing for our radio purchase. Agencies can leverage their entire book of business to obtain significant cost savings that we would not be able to achieve on our own with our limited annual buy.

Search engine marketing, social media marketing and online advertising services require payment through a credit card. We do not have access to this payment method, so we must utilize an agency to make the purchase on our behalf. Since we currently cannot execute the Search engine marketing, Social Media and Online advertising purchases on our own, it is most efficient to coordinate the purchase of these services through the same agency that purchases our radio advertising.

A Request for Proposal (RFP) was issued, and a legal notice was posted in the Daily Herald, on the College of DuPage Purchasing Website, and sent to several local posting sites on May 15, 2017. Eighteen (18) vendors were solicited, thirteen (13) proposals were received. A public opening of the proposals was held on May 31, 2017 at 3:00 p.m. in the College of DuPage Purchasing Department Conference Room (BIC1B03A). The following individuals were in attendance: Jacoby Radford (COD Purchasing Manager/Facilitator), Susan Castellanos (COD Purchasing Expeditor/Recorder), Philip Gieschen (COD Coordinator, Risk Management - Agent of the Board), Ellen Roberts (Director, Business Affairs), and Laurie Jorgensen (Director, Marketing & Creative Services). An evaluation team of six (6) Marketing professionals reviewed the submitted proposals their evaluation scores follow.

Criteria Evaluation:

Radio and Digital Advertising Media Planning and Buying	Evaluation Criteria Categories										Evaluation Results		
	Fee Schedule		Agency Qualifications / References		Quality of Work Samples		Ability to Meet General Requirements		Response to Proposal Requirements				
	20% weight		20% weight		20% weight		20% weight		20% weight		Total is 100% weight		
Firm Name	Score 1-5	Weighted Score	Score 1-5	Weighted Score	Score 1-5	Weighted Score	Score 1-5	Weighted Score	Score 1-5	Weighted Score	Total Score 1-25	Total Weighted	Rank
AgencyMSI	4.5	0.90	4.5	0.90	4	0.80	4.3	0.86	4.3	0.86	21.60	4.32	3
CBD Marketing	3.7	0.74	2.3	0.46	3.7	0.74	4	0.80	3	0.60	16.70	3.34	9
Creative Outhouse	3.5	0.70	3.5	0.70	3.2	0.64	3.5	0.70	3.2	0.64	16.90	3.38	7
Geo & Associates Inc.	2.7	0.54	2	0.40	2.8	0.56	3.2	0.64	3.7	0.74	14.40	2.88	9
Level	4	0.80	3.2	0.64	3.7	0.74	4	0.80	4.2	0.84	19.10	3.82	4
MBuy	1.7	0.34	1.2	0.24	1.5	0.30	1.8	0.36	1.3	0.26	7.50	1.50	13
Michael Walters Advertising	5	1.00	4.2	0.84	4.74	0.95	4.3	0.86	3.8	0.76	22.04	4.41	2
Plaid Swan	4.2	0.84	3.2	0.64	4	0.80	3.5	0.70	3	0.60	17.90	3.58	6
Synergy Creative	3.7	0.74	4.2	0.84	3.5	0.70	3.8	0.76	3.2	0.64	18.40	3.68	5
Target Response	2.8	0.56	2.2	0.44	2.7	0.54	2.7	0.54	3	0.60	13.40	2.68	11
Timberlake Media Services	3.3	0.66	3.3	0.66	3.3	0.66	4	0.80	3	0.60	16.90	3.38	7
Register Media (USA Today)	1.7	0.34	1.3	0.26	1.3	0.26	1.3	0.26	2.2	0.44	7.80	1.56	12
Zehnder Communications, Inc	5	1.00	5	1.00	5	1.00	5	1.00	5	1.00	25.00	5.00	1

Winner selected on highest WEIGHTED score

Comments on the top five responding agencies

Zehnder:

Incumbent agency. Media Planning and Buying **commission 10%**. Met all of the agency qualifications and requirements in the RFP. Creative development is in house—no subcontracting. Creative examples were high quality and applicable to higher education. A detailed, confidential rate card was provided for all services available. Offered a broad scope of services that we may want to take advantage of in the future. Only responding firm to provide all detailed examples: budget, media plan and flow chart, reporting dashboard, insertion order, traffic report, invoice status report, account statement, budget recap report, reconciliation report, and media placement.

Michael Walters:

Media Planning and Buying **commission 9.75%**. Met all of the agency qualifications and most of the requirements in the RFP. Creative development is in house—no subcontracting. Offered additional services. No detail provided on billing and account management reports we would receive.

Agency MSI:

Media Planning and Buying **commission 14.5%**. Met most of the agency qualifications and most of the requirements in the RFP. Creative development is in house—no subcontracting. Creative examples not as strong as the lead candidate. Reporting showed some detail, but not nearly as detailed and comprehensive as the proposed agency.

Level:

Media Planning and Buying **commission 15%**. Met all of the agency qualifications and requirements in the RFP. SEM is subcontracted. Creative examples not as strong as the lead candidate, but shows higher education experience. Reporting showed some detail, but not nearly as detailed and comprehensive as the proposed agency.

Synergy Creative:

Media Planning and Buying **commission 15%**. Met most of the agency qualifications and most of the requirements in the RFP. Creative examples were high quality and applicable to higher education. Reporting showed some detail, but not nearly as detailed and comprehensive as the proposed agency.

Summary of Proposed Expenses:

Item	Estimated expense	Paid to
Radio air time (broadcast and streaming)	\$260,000	Expense pass through Zehnder to various radio stations
Commission for radio buying (10%)	\$26,000	Zehnder Communications
Social Media Advertising (May include Facebook, Instagram, and/or LinkedIn)	\$16,000	Expense pass through Zehnder to various social media outlets
Fixed fee billed monthly to manage social media (Facebook)	\$133.33/mo Annual total \$1,600	Zehnder Communications
Search Engine Marketing	\$115,000	Expense pass through Zehnder to Google
Fixed fee billed monthly to manage Search Engine Marketing	\$958.33/mo Annual total \$11,500	Zehnder Communications
Online advertising	\$65,000	Expense pass through Zehnder to Google and various other online advertising outlets
Fixed fee billed monthly to manage Online advertising	\$541.67/mo Annual total \$6,500	Zehnder Communications
Research & Analytics of Online Advertising & Post- Reporting	\$700/mo Annual total \$8,400	Zehnder Communications
Creative fees for developing radio spots, online, social media (Facebook, Instagram and LinkedIn) and SEM ads.	\$70,000 Annual total	Zehnder Communications
Fixed fee billed monthly for day-to-day management of the account, including client correspondence, budget and schedule monitoring, and billing generation.	\$1,500/mo Annual total: \$18,000	Zehnder Communications
TOTAL	\$598,000	

Budget Status

<u>GL Account</u>	<u>FY2017</u>	<u>FY2018 - Anticipated*</u>		
	<u>Forecasted Spend</u>	<u>Annual Budget</u>	<u>YTD Spend</u>	<u>Available Balance</u>
01-90-00825-5407001	\$ 800,000	\$ 994,350	\$ -	\$ 994,350
<i>Marketing & Creative Services : Advertising Exps</i>				
				FY2018 Request \$ 598,000

**Pending FY2018 Budget adoption. FY2017 Forecasted spend included for comparative purposes.*

This purchase complies with State Statute, Board Policy and Administrative Procedures.

4. RECOMMENDATION

That the Board of Trustees approves the annual purchase of advertising media from Zehnder Communications Inc, 650 Poydras St., Suite 2450, New Orleans, LA 70130, 504-558-7778, in the amount of \$598,000.

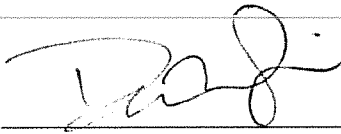
Staff Contact: Laurie Jorgensen, Director, Marketing & Creative Services

SIGNATURE PAGE

The planned annual (July 2017-June 2018) aggregate spend for radio, social media, search engine marketing and online advertising with the Zehnder Communications

ITEM(S) ON REQUEST

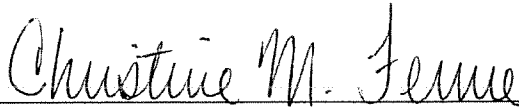
That the Board of Trustees approves the annual purchase of advertising media from Zehnder Communications Inc., 650 Poydras St., Suite 2450, New Orleans, LA 70130, 504-558-7778, in the amount of \$598,000.



Board Chair

6/22/17

Date



Secretary

6-22-17

Date

2017-R0020 Radio and Digital Advertising Media Planning and Buying
ADDENDUM # 1

May 24, 2017

Below are clarifications to this RFP:

******* Deadline of the RFP has been extended to Wednesday, May 31st, 2017 at 3 p.m. *******

Page 13, Section 3.6, Part 2 – Qualifications should read:

Brief overview of your organization, including states where you are conducting business, qualities which differentiate your company from your competitors, and the length of time your company has been providing Radio and Digital Advertising Media Planning services.

Questions:

1. Do you have a template for a pricing matrix you would like us to use for this RFP?
 - a. We don't use a pricing Matrix. Just make sure you provide the pricing information explained in Section 3.
2. Is any portion of this budget being funded from the state of Illinois?
 - a. Not directly, however the College is funded in part by the State of Illinois.
3. Are budgets static or fluid by program and channel?
 - a. Yes
4. What qualifiers will be looked at in this first round?
 - a. The evaluation Criteria is detailed in section 3.7 of the RFP.
5. Is there an existing creative agency or is it handled in-house?
 - a. There is an existing agency
6. Is there an incumbent media agency, and are they participating in this RFP?
 - a. At each RFP all prospects are on an even footing. We won't know if they are responding until the sealed bids are opened.
7. Are there any creative limitations you have?
 - a. Budget and compliance with our brand are the limitations.
8. From the tactic/spend breakout, broadcast and streaming radio were the heavy focus for 2016 and 2017. Are those the preferred tactics or is the college open to a different strategy?
 - a. We are open to other mixes, but broadcast and streaming radio will continue to be a part of the mix.
9. Based on previous campaigns, are there tactics/channels that you find consistently perform better than others? Any that have not performed well?
 - a. This question would be discussed as part of the planning process once an agency is selected and approved by the Board of Trustees.
10. Do you have a student enrollment profile that drills down to the zip codes/geos they are coming from?
 - a. Yes
11. How did you measure past success?
 - a. Number of prospects/leads and application completion.
12. What will you be looking at as your success metric moving forward?
 - a. Number of prospects/leads and application completion.
13. Has the radio and digital advertising been planned and purchased in the past by an agency, or has that been handled in house?
 - a. It has been planned and purchased by an agency.

14. Is the COD budget year the same as a calendar year? Assuming the FY2018 budget is intended to impact Fall 2018 enrollment, not Fall 2017 enrollment.
 - a. Our Budget is a fiscal year that runs 7/1/17 through 6/30/18. This cycle will cover part of Fall 17, Spring and Summer 18 and part of Fall 18.
15. Given recent shifts in student demographics as noted in the RFP, are there any plans to update the COD positioning research or to validate the 2013 results published on the website?
 - a. Not this year.
16. As part of ongoing analysis, will COD share enrollment goals, lead generation and conversion reports with the selected agency to assist in the assessment of planned radio and digital tactics?
 - a. Yes, after the agency is selected.
17. It's understood that all new creative needs to align with the college's brand guidelines. Is there an existing creative campaign that will govern the development of these tactics, or is there a desire for a fresh campaign concept/visuals/messaging to launch with this new partnership?
 - a. We are open to new ideas within the brand structure.
18. If there is an existing campaign that will drive creative, can samples be provided?
 - a. The existing campaign may or may not drive the upcoming campaign depending on discussions between the College and the selected firm. Samples can be provided after selection of the agency.
19. How will the radio and digital placements align with the other advertising, direct response or traditional media tactics that COD is utilizing?
 - a. Selected agency will work with the College in-house creative team to coordinate messaging.
20. Is there another agency that will place and prepare the creative for the recruitment media not included in this proposal, or is that handled in house?
 - a. Other media is handled in-house with minor, specialized exceptions.
21. What media attribution measurement is in place?
 - a. Depends on the type of media, they vary.
22. Which media drives the most success?
 - a. Hard to say. There are different reasons we do different media, so they have different goals.
23. Will we be measuring inquiry activity to the website? Does College of DuPage have a call center/admissions center?
 - a. Measuring CTR mostly.
24. Does College of DuPage measure inquiry to applicants? (I2A) Inquiry to Enrollment? (I2E)
 - a. In a general sense yes. Our systems are not yet sophisticated enough to track from click through to application.
25. What is the conversion rate by channel?
 - a. Not available.
26. How many times does College of DuPage change creative messages throughout the year?
 - a. It depends on the media and any unforeseen issues that come up.
27. What is the current demographic makeup of students at College of DuPage?
 - a. See our fact book <http://www.cod.edu/about/research/>
28. Does College of DuPage use lead aggregators to collect inquiries?
 - a. No.
29. What lead scoring system is in place?
 - a. None
30. What CRM platform is being used to nurture leads?
 - a. Ellucian Recruiter
31. Please confirm the following summarized interpretation of the information provided regarding the campaign goal and target in terms of accuracy:

Campaign Goal – Drive Enrollment
 Target Audience –
Primary Target
 Prospective students – 60% Age 18-25, 40% over age 25, residing in DuPage, Cook, and Kane counties
 Influencers – Undefined

 - a. Parents, Teachers, Counselors
32. Please provide details on the target demo of prospective students age 25+. Please breakdown the group based on percentages into the following age bands:
 - a. See our fact book <http://www.cod.edu/about/research/>
33. Please define the “Influencer” target in terms of the following data points:
 - a. See our fact book <http://www.cod.edu/about/research/>
34. Are you open to working with out-of-state vendors?
 - a. Yes.

35. What tools or technology do you currently leverage to monitor and track your digital media campaigns? Would the winning firm be expected to maintain the same systems?
 - a. Only Google Analytics and Ellucian Recruiter
36. For enrollment and application processing, what CRM or software do you currently leverage?
 - a. Ellucian Recruiter
37. How often do you typically rotate in new creative for digital programs to prevent ad fatigue? Monthly? Quarterly? Campaign?
 - a. As needed
38. What are the quantitative goals for enrollment?
 - a. +1%
39. The RFP states that this can be awarded to multiple vendors. On the other side, can vendors submit an RFP to only specific media channels, such as just Radio, or are we required to submit a proposal that encompasses all media channels?
 - a. Vendor can respond to only parts of the RFP, but it would be a disadvantage in our evaluation.
40. Broadcast advertising will provide for advertising to audiences outside of District 502. Other than broadcast, does COD advertise digital or other advertising channels outside of District 502?
 - a. No. We only advertise outside of our district when the media does not allow for more targeted distribution.
41. Can COD clarify your creative process. The RFP states "Media Planning and Buying". Section 3.4 bullet #3 states "Manage and develop creative media production...". Does COD simply need audio ads produced from COD supplied copy or does COD need creative message help? Will COD marketing department produce all digital ad sizes required or does COD need agency help with digital assets?
 - a. Creative and Messaging will be performed by the agency, not COD
42. RFP Section 3.4 bullet #7 states "Provide post-campaign reporting within 30 days...". Doesn't COD want "regular reporting" during the campaigns?
 - a. 30 days is the minimum allowed.
43. Will COD be promoting a college brand message or individual degrees/fields of study (if so, how many / which ones) - This question is to get at an understanding of the number of creative messages involved.
 - a. Both. Number and program are determined as needed.
44. Will COD be promoting their different regional locations or just the main campus/brand?
 - a. Main campus only
45. With the RFP's stated shift in enrollment towards the traditional under 25 student and declining enrollment of adult students is this a "desired result" or is there a preference to re-engage with the 25+ audience?
 - a. Depending on the media, yes. We do not anticipate using radio for the 25+ market, but we do anticipate using targeted digital campaigns.
46. Will COD be testing multiple messages (A/B/C testing)?
 - a. Yes A/B testing is expected for digital campaigns.
47. What is COD's skill set with Google Analytics? Will you need your media buying firm to help with visitor behavior analytics (landing pages and website analytics)?
 - a. Yes.
48. Does COD have specific diversity targets/goals?
 - a. No
49. Is there an incumbent media buying service bidding on the RFP (in contention)? If so, who is the incumbent?
 - a. We are currently utilizing an agency, but each agency is on equal footing during the RFP
50. The RFP does NOT currently provide for a REDACTED copy of the RFP response whereby confidential information can be redacted from the publically available RFP response. Can COD incorporate the opportunity for a redacted copy of the RFP response into the instructions.
 - a. No. All information submitted becomes public record and may be obtained via FOIA.
51. Where are the 5 regional centers, area high schools and other community locations where classes are also offered all located?
 - a. See Class Schedule http://www.cod.edu/registration/pdf/cs_fall_2017.pdf
52. For out-of-district enrollment, what specific geographic areas and age group are being targeted?
 - a. Varies from term to term.
53. With the enrollment growth of students that are under the age of 25, is there a specific strategy to target older adult students and "life-long" learners?
 - a. Yes.

54. In terms of degree and certificate programs, what are the most popular programs and subject areas that COD offers?
 - a. This will be discussed after the agency is chosen.
55. Has COD utilized advertising options beyond spots when buying broadcast and streaming radio such as event sponsorships and endorsements, as examples?
 - a. Yes
56. For the current year radio budget, what are the percentage splits between Broadcast and Streaming Radio?
 - a. This will be discussed after the agency is chosen.
57. Is there an incumbent agency who is currently providing these services for COD – if so who is the agency?
 - a. We are currently utilizing an agency, but each agency is on equal footing during the RFP
58. 3.4.3 What is your budget for development of creative media production, ect.? And to clarify, these services will be a required deliverable for the project in addition to media buying services.
 - a. Not responding—that would put our current agency at a disadvantage if they choose to respond.
59. 3.6.3 – To confirm, for the pricing section, you require either a percentage or flat rate for media buying, in addition to a rate schedule for the staff assigned to the COD account? Do you require either a rate schedule or project fee other services such as radio production, digital ad creation, other production or creative services?
 - a. Yes.
60. Can you clarify the components you are asking for in Section 3.4, statement 3 on Page 12? As part of this RFP, are you asking the selected firm to assist with creative development in addition to handling the management and media production for radio, digital placements and text-based ads?
 - a. Yes
61. Have you used an outside media buying firm in the past? If yes, why are you actively looking for a new firm?
 - a. Yes. As a public institution we are periodically required to put forth an RFP for services.
62. Is your goal to continue increasing enrollment of students under the age of 25, or to balance the enrollment between traditional (under 25 years old) and adults?
 - a. Ultimately increase enrollment in which ever category has the best option for growth.
63. With respect to social media posts and social media advertising, who will be handling the content creation and strategic management functions for a successful program?
 - a. The agency.
64. What specifically are your goals?
 - a. To increase enrollment
65. Does the College have numbers or percentage of enrollment they would like to see in a 1 year, 2 years, 3 years' period?
 - a. Increase enrollment by 1% each year
66. On page 12, section 3.2 Background it references that "The average age of COD students has been shifting younger as we enroll more traditional age students. In referencing your College of DuPage: Image and Identity Research I see that it was performed in 2013.

Being that was several years ago my questions are:

- a. When did the shift start to occur?
 - i. Around 2010 as we started more actively recruiting the traditional age students.
- b. Is this the most recent research?
 - i. Yes
- c. Is your Brand Guidelines and Message Map still relevant?
 - i. Yes, all but the tagline.
- d. Are you open to a strategic research phase that includes?
 - i. Not at this time.
- e. Are you seeking review and update of Brand Messaging?
 - i. Not at this time.
- f. Can you clarify the ages of your buyer types:
 - i. ALL below
 - Primary Target
 - Prospective students age 18-25
 - Influencers
 - Parents
 - School counselors
 - Career counselors

▪ Other...

- g. Are you wanting a percentage of the advertising budget to be spent on secondary target?
 - i. Digital Only
- 67. On page 13, section 3.5 Agency Qualifications I have a specific question in terms of the Agency/Firm must have a minimum of 5 years experience in media buying.
Red Caffeine Marketing + Technology rebranded from Desert Rose Design (DRD) after a partner dissolution in November of 2013. We retained the entire digital marketing team along with the CTO (8) as the former partner went into a different direction of web application development for accreditation management software. Desert Rose Design had been incorporated since September of 2004.
Since the rebrand and new incorporation of Red Caffeine, we have grown from 8 to 24 employees with steady year over year sales growth, client and employee retention. We have won countless awards for both our expertise and culture, most recently as the second year of the Daily Herald's Business Ledger Best Place to Work.
Will COD consider the totality of our full 13 years of campaign planning, design and media buying experience including Desert Rose (DRD) vs the 3.5 of only Red Caffeine?
 - a. Yes, so long as the staff who did the buying are still with the firm. In this case, please detail the buying experience of the team members.
- 68. On page 14, section 3.6 Submission, subsection 4 requirements it suggests that "Clients from the higher education segment are preferred." On a scale of 1 (low) -10 (high), what is the preference of having an agency with higher education media buying experience vs an agency that has strong digital campaign experience" Public
 - a. Higher Education is a unique industry so experience in higher education will be ranked highly.
- 69. For reporting, are you currently accessing a real time dashboard?
 - a. No.

All issued addenda must be signed and returned to the College as per the instructions in the addenda or bid will not be accepted.

ACKNOWLEDGMENT

You can submit this completed addendum to the Purchasing Office by one of the means below:

- 1. If you have not yet submitted your bid please sign this addendum and include with your sealed bid.
- 2. If you have already submitted your bid, please sign and return to the Purchasing office via email at purchasing@cod.edu no later than the scheduled bid deadline. We will make sure it accompanies your bid.

You also have the option of withdrawing your proposal, if necessary.

ACKNOWLEDGEMENT:

I HAVE RECEIVED ADDENDUM #1 _____
Authorized Signature

FIRM NAME & ADDRESS:

RESPONDENT: _____



COMMUNITY COLLEGE DISTRICT NO. 502

Request for Proposal

Radio and Digital Advertising Media Planning and Buying

RFP NUMBER.: 2017-R0020

PROPOSALS DUE: Tuesday, May 30, 2017 at 3:00pm CST

In the event of College closure due to inclement weather, RFP deadline will be extended to the next business day at the same time.

SEND RESPONSES TO:

**COLLEGE OF DuPAGE
PURCHASING DEPARTMENT
BIC BUILDING, ROOM 1540
425 FAWELL BLVD.
GLEN ELLYN, ILLINOIS 60137**

ISSUED BY THE COLLEGE OF DUPAGE PURCHASING DEPARTMENT



Purchasing Department

425 Fawell Boulevard
Glen Ellyn, Illinois 60137-6599 <http://www.cod.edu>

PHONE (630) 942-2217
FAX (630) 942-3750

May 15, 2017

REQUEST FOR PROPOSAL

Proposals for **Radio and Digital Advertising Media Planning and Buying** will be received by the College of DuPage, District 502, at the office of the Purchasing Manager, Berg Instructional Center (BIC) Building, Room 1540, 425 Fawell Blvd., Glen Ellyn, IL 60137, until **3:00pm CST, Tuesday, May 30, 2017**, at which time the respondents names will be read publicly.

In the event of office closure due to inclement weather, RFP deadline will be extended to the next business day at the same time.

Any response received after the date and time stated above will be returned unopened. College of DuPage shall not be responsible for responses that are not received at the specific office location indicated above by the stated deadline. It is solely, the Respondent's responsibility, to ensure that adequate time is allowed for timely and accurate delivery.

No response shall be withdrawn for a period of ninety (90) days after the advertised close date without the consent of the College.

LEGAL NOTICE

RFP NOTICE

No. 2017-R0020

The College of DuPage is accepting Proposals for **Radio and Digital Advertising Media Planning and Buying**. RFP documents may be downloaded from the Purchasing Website at: www.cod.edu/about/purchasing/requests/ by clicking on the link for this RFP and following the instructions.

Responses are due to the Purchasing Department up to and no later than **3:00 p.m. CST Tuesday, May 30, 2017** at which time the Respondents names will be read publicly.

College of DuPage Board of Trustees Reserves the right to reject any and all responses. This invitation is issued in the name of the Board of Trustees of College of DuPage, Community College District 502, Glen Ellyn, Illinois.

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RFP SUBMISSION CHECKLIST

Things to Remember When Submitting a Proposal to the College of DuPage

1. **Read the *entire* document.** In your review, note critical items such as: blackout period, required goods and services; submittal dates, submission requirements, etc.
2. **Note the contact information provided.** The Purchasing Office at purchasing@cod.edu is the single point of contact for this RFP and is the only contact with whom you are allowed to communicate regarding this RFP. This person is an excellent source of information for any questions you may have.
3. **Take advantage of the “question and answer” period.** Submit your questions to the Purchasing Department by the deadline noted in the RFP and view the answers given in the formal addenda issued for this RFP. All addenda issued for an RFP will be emailed to each company that downloaded the bid documents from the College website, and will include all questions asked and answered concerning the RFP. Please ensure when downloading the RFP documents, you use a valid email address.
4. **Do not alter, add to, or delete and part of the RFP documents without prior approval.** Please refer to the section titled *Exceptions* for instruction on how to request a deviation to the original RFP.
5. **Ensure all Addenda are signed.** Before submitting your response, check the College Purchasing website at <http://www.cod.edu/about/purchasing/requests/index.aspx> to see whether any addenda were issued for this RFP. If so, you must submit a signed copy of the addenda along with your bid response.
6. **Review and read the RFP document again to make sure you have addressed all requirements.** Your original response and the requested electronic copy must be identical and be complete. The copies are provided to the Evaluation Team members and will be used to score your response. Bids will not be accepted if Sections 4, 5, and 6, are not completed. (Please note there are two (2) signature lines in Section 6 that must be signed.)
7. **Submit your response on time.** Note the date and time listed on the front page of the RFP and be sure to submit all required items on time. Late responses will not be accepted and will be returned, unopened. Ensure the envelope/box (s) containing your proposal is appropriately labeled. Please allow adequate time for delivery to the Purchasing Department.
8. **Important dates to know:**
 - RFP Publication Date – 5/15/2017
 - Questions Due – 5/22/2017 by 5:00PM CST
 - Proposals Due – 5/30/2017 at 3:00PM CST
 - Target Board Approval Date –6/22/2017
 - Contracting Period begins: On or about 7/1/2017

1.0 GENERAL INFORMATION

1.1 DEFINITIONS

- A. **RESPONDENT** shall mean the individual or business entity submitting Proposal to supply any or all of the services or goods required by the Contract Documents.
- B. **RESPONSE** shall mean the RFP Documents as completed by the Respondent which constitutes the Respondent's proposal.
- C. **CONTRACT** shall mean the agreement between the College and Contractor as set forth in the resulting Contract Documents and as awarded by the College of DuPage Board of Trustees.
- D. **CONTRACTOR** shall mean the individual or business entity submitting a response and to whom the College of DuPage Board of Trustees awards the resulting Contract.
- F. **COLLEGE** shall mean the College of DuPage, Community College District No. 502, a body politic and corporate of the State of Illinois.
- G. **PURCHASING MANAGER** shall mean the Purchasing Manager of the College of DuPage.
- H. **SPECIFICATIONS** shall mean the description of the required services, Contract Goods, equipment, personnel, volume and use statistics and all requirements for the scope of work set forth in the Contract Documents.

1.2 ERROR IN PROPOSAL

Where a Respondent claims to have made a mistake, such mistake must be called to the attention of the Purchasing Manager within twenty-four (24) hours after the opening of responses. Within forty-eight (48) hours of the advertised RFP deadline, Respondent shall submit to the College's designated contracting officer original documentary evidence and a detailed explanation of how the mistake was made. Failure to conform to this requirement precludes the Respondent from withdrawing its response based upon a mistake. If such notice, proof and explanations have been tendered, and the contracting officer is convinced that a bona fide mistake has been made, the contracting officer may recommend to the Board of Trustees that the Respondent be allowed to withdraw its response and recommend that the contract be awarded to the next responsible, responsive Respondent. If the Board determines by majority vote, that the Respondent has made a bona fide error, no award will be made upon such response.

1.3 REGULATIONS

The Contractor, or Subcontractor, warrants that they are familiar with and they shall comply with all Federal, State, and Local Laws, statutes, ordinances, rules and regulations and the orders and decrees of any courts or administrative bodies or tribunals in any manner affecting the performance of the resulting Contract, including, without limitation, Workmen's Compensation Laws, minimum salary and wage statutes and regulations, laws with respect to permits and licenses and fees in connection therewith, laws regarding maximum working hours and regulations with respect to use of explosives. No plea of misunderstanding or ignorance thereof will be considered. Whenever required, the Contractor, or Subcontractor, shall furnish the college with satisfactory proof of compliance with said Federal, State and Local Laws, statutes, ordinances, rules, regulations, orders, and decrees.

1.4 PROPOSAL MODIFICATIONS

Unless indicated, it is understood that Proposals are in strict accordance with specification requirements. Proposals shall be deemed final, conclusive, and irrevocable. No Proposal shall be subject to correction or amendment for any error or miscalculation. Proposal prices shall include cost of materials as specified, any applicable discounts and shipping. Installation costs shall be included only when indicated on page one. Installation shall include, but is not limited to, all assembly required, setting in place, and mounting all materials at various campus locations.

1.5 AWARD OF CONTRACT

The award of the contract will be made within ninety (90) calendar days after the opening of proposals to one or more

Respondent's based on recommendation by an Evaluation Committee and pre-determined evaluation criteria and weighting, and is subject to Board of Trustee approval. The successful Respondent(s) will be notified by electronic mail that their Proposal has been accepted and that they have been awarded the contract. Notification will also be posted on the College's Purchasing website at <http://www.cod.edu/about/purchasing/> . Failure to execute performance as per accepted Proposal may result in legal action by the College of DuPage to recover damages.

If a contract is not awarded within ninety (90) days after the opening of proposals, a Respondent may file a written request with the Purchasing Manager on the withdrawal of their Proposal and the Purchasing Manager will permit such withdrawal.

1.6 EQUAL EMPLOYMENT OPPORTUNITY

In the hiring of employees for the performance of work under the resulting Contract and any subcontract thereunder, no Contractor or Subcontractor shall, by reason of race, color, sex, religion, national origin, ancestry, age, marital status, disability, unfavorable military discharge or sexual orientation discriminate against any citizen of the United States, in the employment of Labor or workers, who are qualified and available to perform work to which the employment is related. Neither shall any Contractor or Subcontractor, or any person on behalf of either, discriminate against or intimidate any employee hired for the performance of work under this Contract on account of race, color, sex, religion, national origin, ancestry, age, marital status, disability, unfavorable military discharge or sexual orientation.

1.7 PAYMENT REMITTANCE

All College vendors are required to receive payment from the College via an Automated Clearing House (ACH) transfer. Instructions to register for ACH payments will be sent, upon request, to successful Respondents. Failure to comply with the ACH requirements may result in termination of the contract or purchase order. College ACH transfers typically occur the third week of each month. Invoices must be received at least 3 weeks prior to each ACH payment release. You are strongly encouraged to set up your account upon notice of award to avoid a delay payment.

1.8 TAX EXEMPTION

College of DuPage District #502 is exempt from Federal, State and Municipal taxes. Exemption certificates will be furnished upon request.

1.9 HOLD HARMLESS CLAUSE

Contractor shall indemnify, hold harmless and defend the College of DuPage, its officers, agents, servants, and employees, from and against any and all claims, lawsuits, demands, liabilities, and losses whatsoever occurring or resulting to any and

all persons, firms or corporations furnishing or supplying work, services, materials, or supplies in connection with the performance of this agreement, and from any and all claims, liabilities, and losses occurring or resulting to any person, firm, or corporation for damage, injury, or death arising out of or connected with contractor's performance of this agreement, unless such claims, liabilities, or losses arise out of the sole negligence or willful misconduct of the College of DuPage.

"Contractors performance" includes contractor's action or inaction and the action or inaction of contractor's officers, employees, agents and subcontractors.

1.10 COMPLIANCE WITH LAWS - PUBLIC CONTRACTS

This project will result in a competitive contract, subject to laws and ordinances governing public contracts. The winning Respondent shall at all times observe and comply with all laws, ordinances, regulations and codes of the Federal, State and other local government agencies which may in any manner affect the preparation of the response or the performance of the resulting Contract. If the winning Respondent observes that any of the Contract Documents are at variance therewith, it shall promptly notify the Purchasing Manager in writing and necessary changes shall be effected by appropriate modification.

1.11 INSURANCE

When work is being performed on-site, The College of DuPage requires a Certificate of Insurance in compliance with the following:

I) Workmen's Compensation Insurance shall be carried for all employees employed in carrying out the work contemplated under this agreement. The insurance shall comply with all State of Illinois and Federal requirements as may relate to Worker's Compensation Insurance. Employer's Liability Insurance shall also be provided for both bodily injury and disease that may arise out of the employment of any person involved in work under this agreement. Limits: \$500,000 Each Accident \$500,000 Each Disease \$500,000 Policy limit on disease

II) Automobile Liability Insurance shall be carried to cover any liability arising out of the use of any automobile. This insurance shall cover owned, non-owned, leased and hired automobiles to protect claims for bodily injury or property damage which may arise from the use of motor vehicles engaged in various operations under this Contract. Combined Single Limit of \$1,000,000 for both bodily injury and property damage.

III) General Liability Insurance shall include: Bodily Injury, Property Damage, Personal Injury, Explosion, Collapse and Underground Damage Liability Endorsements (commonly called X, C, and U hazards), Products and Completed Operations, Blanket Contractual and Broad Form Property Damage coverage, with: Limits: \$1,000,000 Per occurrence \$2,000,000 General Aggregate \$1,000,000 Personal and advertising injury liability \$2,000,000 Products and completed operations aggregate.

Include College of DuPage, its director's & officers, employees and agents as additional insured's on the policy. Stipulate that such insurance is primary and is not in addition to, or contributing with, any other insurance carried by, or for the benefit of College of DuPage. Waive any and all right of subrogation against College of DuPage. Contain separation of insured's endorsement. The aggregate limit must be written per Project or per location limit

IV) Umbrella/Excess Liability Insurance shall be carried to cover any liability in excess of the limits of coverage already required and provided through the primary liability policies. Limits: \$2,000,000 per occurrence.

\$2,000,000 Aggregate Umbrella Excess Liability Insurance must be in excess of the Employer's Liability Insurance, Automobile Liability Insurance, and General Liability Insurance.

V) Property Insurance shall be carried to protect all owned property brought on the premises relative to this agreement.

VI) Terms and Conditions

Prior to the commencement of the agreement, a valid/original Certificate of Insurance evidencing that all required insurance is in force, executed by an authorized representative of the insurance company, must be sent to College of DuPage, Attn: Purchasing Manager. Such Certificates shall identify the specific project/contract and location.

All Insurance companies shall be rated A VI or better by the current Best's Rating Guide and approved by the College.

All policies of insurance must be endorsed to contain a provision giving College of DuPage a thirty-day (30) prior written notice by registered mail of any cancellation of that policy or material change in coverage.

Receipt and review by the College or the College's Representative of any copies of insurance policies or insurance certificates shall not relieve the party to this agreement of his obligation to comply with the insurance provisions of the Agreement.

The insurance provisions of this Agreement shall not be construed as a limitation of the responsibilities and liabilities pursuant to the terms and conditions of this Agreement, including but not limited to liability for claims in excess of the insurance limits and coverage's set forth herein.

All policies shall be written with insurance companies licensed to do business in the State of Illinois. The College reserves the right to verify any information with the carrier.

The College has the right to request a certified copy of any insurance policy. Certificates must be filed with the College at least 30 days before the scheduled date of performance. You are required to add the College to its General Liability insurance policy with the following wording: "College of DuPage, including its current and former trustees, officers, employees, volunteer workers, agents, assigns and students, is added to this policy as additional insured.

1.12 WITHDRAWAL OF PROPOSALS

Respondents may withdraw their responses at any time prior to the time specified in the legal advertisement as the date and hour set for the RFP Opening. However, no Respondent shall withdraw, cancel or modify its response for a period of ninety (90) calendar days after said advertised RFP Opening.

1.13 ACCEPTANCE OF PROPOSALS

The Purchasing Manager shall notify the successful Respondent, in writing, of the award of the Contract by the College within ninety (90) days from the Proposal Opening date. Upon receipt of the Notice of Award, the Contractor shall promptly secure, execute and deliver to the Purchasing Manager any documents required herein.

1.14 CASH BILLING DISCOUNTS

Cash billing or percentage discounts for payment will not be considered in evaluating Proposals.

1.15 COMPETENCY OF RESPONDENT

No response will be accepted from or Contract awarded to a Respondent that is in arrears or is in default to the College upon any debt or Contract, or that is a defaulter, as surety or otherwise upon any obligation to said College, or has failed to perform faithfully any previous contract with the College.

1.16 RESPONDENT WARRANTIES

The submission of a Proposal shall constitute a warranty that: (i) Respondent has carefully and thoroughly reviewed the RFP Documents and has found them complete and free from ambiguities and sufficient to describe the Contract work; (ii) Respondent and all workmen and/or employees it intends to use in the performance of this Contract are skilled and experienced in the type of work or services called for by the RFP Documents; and (iii) neither the Respondent nor any of its employees, agents, suppliers or subcontractors have relied on any verbal representations from the College, or any of the College's employees, agents, or consultants, in preparing the Proposal.

1.17 BUSINESS ENTERPRISE PROGRAM

The College of DuPage encourages the participation of qualified minorities, females, and persons with disabilities owned businesses in public contracts. It is the practice of the College to ensure full and equitable economic opportunities to persons and businesses that compete for business with the College of DuPage, including minorities, females, and persons with disabilities owned business enterprises. The College is committed to the economic development of disadvantaged business enterprises and the award of contracts to businesses owned by minorities, females, and persons with disabilities for services to the extent provided by the Business Enterprise for Minorities, Females and Persons with Disabilities Act ("Act"), 30 ILCS 575.

END OF SECTION

2.0 INSTRUCTIONS TO RESPONDENTS

2.1 OUTSIDE DOCUMENT DISCLAIMER

The College of DuPage cannot warrant, represent, or guarantee the accuracy or completeness of documents which have not been obtained directly from the College. If you have obtained these documents from a third party source, the College is not responsible for any loss or damage including, but not limited to, time, money, or goodwill arising from errors, inaccuracies or omissions in any third party documents.

To obtain official documents, please visit: <https://www.cod.edu/about/purchasing/requests/index.aspx> . Click on the link for this project, and follow the prompts to enter your information onto our vendor list and download the original documents. This will ensure your contact information is registered on our vendor list, and we can send you any addenda that may be issued. This website is the only official website for prospective Respondents to obtain digital copies of RFP documents. It is the responsibility of each prospective Respondent to verify the completeness of their printed RFP documents before submitting a response and accompanying executed addenda acknowledgement, and other required forms.

2.2 BLACKOUT PERIOD

Under no circumstances are respondents to contact or discuss this Invitation to Bid, or any of the information contained herein or about this project in general, with any College of DuPage trustee, employee, vendor, contractor or subcontractor, other than using the methods outlined in this RFP. Respondents are strictly forbidden from visiting the College's locations or approaching any College trustee, employee, vendor, contractor or subcontractor for any information related to this Invitation to Bid or this project without the direct knowledge and authorization in writing in advance from the Purchasing Manager or Buyer. Violation of these provisions may subject the respondent to immediate disqualification.

Initial understanding of this requirement:

2.3 REQUESTS FOR INFORMATION/CLARIFICATION

If any firm submitting a response for this project is in doubt as to the true meaning of the specifications or other documents or any part thereof, proposer shall request clarification from the Purchasing Department. Questions must be submitted in writing and be directed via email to the Purchasing Department at purchasing@cod.edu no later than **Monday, May 22, 2017 at 5:00pm CST**. Questions for which answers are provided will be communicated to all registered recipients of RFP documents via addendum.

2.4 PROPOSAL MODIFICATIONS

Unless indicated, it is understood that Proposals are in strict accordance with specification requirements. Proposals shall be deemed final, conclusive, and irrevocable. No Proposal shall be subject to correction or amendment for any error or miscalculation. Proposal prices shall include cost of materials as specified, any applicable discounts and shipping. Installation costs shall be included only when indicated on page one. Installation shall include, but is not limited to, all assembly required, setting in place, and mounting all materials at various campus locations.

2.5 EXCEPTIONS

If any Respondent intends to take any deviations or exceptions from the Specifications or other RFP Documents, Respondent shall submit to the Buyer a written request for a deviation or exception. If the Project Manager considers such deviation or exception acceptable, the Buyer shall issue an Addendum setting forth such deviation or exception from the Specifications or other which shall be applicable to all Respondents submitting a response.

If no Addendum is issued by the Buyer, then such deviation or exception shall be deemed rejected. The College may reject any response containing deviations or exceptions not previously accepted through a written Addendum.

A copy of such Addendum will be e-mailed or delivered to each Respondent receiving a set of such RFP Documents. Respondent shall acknowledge receipt of each Addendum issued in the space provided on the RFP form or via a signed addendum. Failure to acknowledge receipt of addenda will result in disqualification of the Proposal.

All requests for deviations or exceptions must be sent in writing to purchasing@cod.edu at least five (5) days prior to the date and time set forth as the RFP Closing Date. The College shall not be responsible for nor bound by any oral instructions, interpretations, or explanations issued by the College or any of its representatives.

Initial understanding of this requirement:

2.6 NOTICES

All communications and notices between the College and Respondents regarding the RFP Documents shall be in writing and hand delivered or delivered via United States mail, postage prepaid, or via email. Notices to the Respondents shall be addressed to the name and address or email address provided by the Respondents; notices to the Purchasing Manager shall be addressed to Purchasing Department, College of DuPage, BIC Building - Room 1540, 425 Fawell Blvd., Glen Ellyn, Illinois 60137, or purchasing@cod.edu.

2.7 CONFIDENTIALITY

The Purchasing Department shall examine the responses to determine the validity of any written requests for nondisclosure of trade secrets and other proprietary data identified. After award of the contract, all responses, documents, and materials submitted by the Respondent pertaining to this RFP will be considered public information and will be made available for inspection, unless otherwise determined by the Purchasing Department. All data, documentation and innovations developed as a result of these contractual services shall become the property of the College. Based upon the public nature of these RFPs, a Respondent must inform the College, in writing, of the exact materials in the offer which cannot be made a part of the public record in accordance with the Illinois Freedom of Information Act.

2.8 RESPONDENT WARRANTIES

The submission of a Proposal shall constitute a warranty that: (i) Respondent has carefully and thoroughly reviewed the RFP Documents and has found them complete and free from ambiguities and sufficient to describe the Contract work; (ii) Respondent and all workmen and/or employees it intends to use in the performance of this Contract are skilled and experienced in the type of work or services called for by the RFP Documents; and (iii) neither the Respondent nor any of its employees, agents, suppliers or subcontractors have relied on any verbal representations from the College, or any of the College's employees, agents, or consultants, in preparing the Proposal.

2.9 CONSIDERATION OF RESPONSES

The College reserves the right to reject or accept any or all Proposals, to extend the response period, to waive technicalities in the RFP Documents and/or to direct that the project be abandoned or re-issued prior to award of the Contract.

The Respondent acknowledges the right of the College to reject any or all Proposals and to waive any informality or irregularity in any Proposal received. In addition, the Respondent recognizes the right of the College to reject a Proposal if the Respondent failed to submit the data required by the Request for Proposal documents, or if the Proposal is in any way incomplete or irregular.

END OF SECTION

3.0 PROPOSAL SPECIFICATIONS

3.1 CONTRACT TERM

A one-year contract or two-year contract is contemplated, subject to the annual review and recommendation of the College of DuPage Board of Trustees, the satisfactory negotiation of terms, including a price acceptable to both College of DuPage and the selected firm and the concurrence of the Board of Trustees.

3.2 BACKGROUND

The purpose of this effort is the promotion of the College to prospective students and the influencers of their decision.

Among the state's public colleges and universities, College of DuPage, with almost 28,000 students, is the second largest provider of undergraduate education in the state of Illinois, after University of Illinois.

Currently, College of DuPage offers 76 degrees in 41 different career and technical education subject areas and 167 certificates in 46 different career and technical education subject areas.

Classes are offered on the College's 273-acre Glen Ellyn campus, at five regional centers, and at area high schools and other community locations.

All radio creative developed must reinforce the College's brand messaging. Brand guidelines and research can be reviewed at cod.edu/brand.

The College draws its enrollment mainly from Community College District 502, which closely mirrors DuPage County and includes small portions of Cook and Kane Counties. COD's out of district enrollment is growing substantially however, drawing from other areas in northeastern Illinois.

The average age of COD students has been shifting younger as we enroll more traditional age students. Currently the split is about 60/40, the larger portion being students under age 25. As enrollment of traditional-age students has been growing, enrollment of adults has been slightly declining.

3.3 BUDGET

For the past two years the media buy that includes radio and digital advertising has ranged between \$305,000 and \$452,500. This does not include any agency fees. This budget covers three distinct enrollment terms. About half of our budget is used in support of our fall term, the remaining budget is split, but not necessarily evenly, between the spring and summer terms.

Below is a breakdown of our media budget [not including agency commission, management or creative fees] for the last two years. This is not a guarantee that the College will spend the same amount for the FY18 budget year.

	FY2016	FY2017
Broadcast & Streaming Radio	\$200,000	\$260,000
Digital display	\$25,000	\$25,000
Google Ads	\$75,000	\$112,500
Social Media	\$5,000	\$15,000
YouTube and Hulu	NA	\$40,000
Total	\$305,000	\$452,500

3.4 GENERAL REQUIREMENTS

1. Conduct strategic media analyses/research, develop a media budget, and create a comprehensive media-buying plan designed to maximize the effect of advertising in support of the College's enrollment goals.
2. Negotiate cost-effective and efficient media schedules for the benefit of the College of DuPage.
3. Manage and develop creative media production for all radio, digital and text-based ads that support the College's message.
4. Create value-added opportunities by maximizing leverage of advertising dollars.
5. Recommend any necessary revisions to the media plan and pursue developing media opportunities as needed.

6. Present to the COD Marketing Director, new media and technologies that might benefit the College in communicating its message.
7. Provide post-campaign reporting within 30 days of the end of each enrollment campaign.
8. Provide detailed invoicing at the conclusion of each enrollment campaign.
9. Agency/Firm must work with the COD in-house marketing and creative services team as needed.

3.5 AGENCY QUALIFICATIONS

An agency responding to this request for proposal must meet the following qualifications:

1. Agency/Firm must have a minimum of five years' experience in media buying.
2. Agency/Firm must have a demonstrable history of quality media buys and account management.
3. Describe agency history and philosophy.
4. Provide a detailed explanation of the reasons why the agency is most qualified to provide media buying and creative production services to College of DuPage.
5. Provide examples of comparable campaigns that have been successful for your clients. Include creative or links to the creative for COD review.
6. Provide one or more examples of how Agency/Firm saved a client significant dollars by negotiating more aggressively with media retailers.
7. Provide information about the proposed team that would be servicing the College of DuPage account. Please include length of time with Agency/Firm as well as specific areas of expertise.
8. Please indicate which of the above persons would be the College's key contact.
9. Please provide a current client list, specifically including other institutions of higher education.
10. Define the attributes that distinguish Agency/Firm from their competition.

3.6 SUBMISSION

Provide the following in your proposal. All Respondents shall submit one (1) original of the completed RFP, two (2) copies of the completed RFP, and one flash drive containing all documents, in a sealed envelope and shall deliver them to Purchasing Manager, College of DuPage, BIC Building - Room 1540, 425 Fawell Blvd., Glen Ellyn, Illinois 60137 by the date and hour of the RFP deadline as shown in the legal advertisement. The sealed envelope submitted by the Respondent shall carry the following information on the face of the envelope: Respondent's name, address, subject matter of RFP, advertised date of RFP deadline and the hour designated for RFP deadline as shown in the legal advertisement. Unless otherwise stated, all blank spaces on the forms shall be fully completed. Respondent bears all responsibility for error or omissions in their submission.

The sections should be tabbed or clearly labeled in the order shown below:

Section 1: Required forms- Complete

- a. Documentation needing initialing per Section 2.0
- b. Section 4.0 Certifications
- c. Section 5.0 Signature Page
- d. Section 6.0 Conflict of Interest Disclosure and Non-Collusion Form
- e. Any issued addenda, signed (if applicable)

Section 2: Qualifications

- a. General information
 - i. Name of company, primary contact person, address, and telephone and fax number of the firm.
 - ii. Brief overview of your organization, including states where you are conducting business, qualities which differentiate your company from your competitors, and the length of time your company has been providing hazardous waste disposal services.
- b. A brief statement of qualifications/executive summary including an understanding of the College's intent and objectives and how your proposed plan achieved those objectives as listed in Sections 3.4 and 3.5.

Section 3: Requirements

To be considered, an agency responding to this request for proposal must provide detailed answers to all of the following:

- a. Proposal must thoroughly identify and explain the proposed pricing structure for each of the firm's services including any incurred expenses such as travel or out of pocket expenses. The pricing structure should clearly identify the rate charged (percentage or flat fee) for media buying services and clarify if the rate would be more competitive if the College agreed to a multi-year contract.
- b. Describe in detail all services included with your proposal.
- c. Proposal must include hourly rates for all staff that may work on the COD account. This may be provided by name or by function.
- d. Proposal should describe in detail any value-added services, components, and/or deliverables that are offered.
- e. Provide a fee schedule for services available to the College, but not included in this proposal.
- f. Agency/Firm must identify any services that will be subcontracted. Provide names and credentials for any subcontractor Agency/Firm will utilize on the COD account.
- g. Provide examples of post-campaign reporting and detailed invoices.
- h. Provide any terms and conditions that may apply that are not included in this RFP.

Section 4: References

- a. Provide three to five (3-5) references:
 - I. Proposal must include 3-5 references. Clients from the higher education segment are preferred. Please include contact name, institution, and contact phone and email.

Section 5: Additional

Please provide any additional requirements not listed in the above sections, or any additional information you would like to share here.

END OF SECTION

3.7 EVALUATION CRITERIA

College of DuPage will appoint a Selection Committee whose responsibility will be to review all responses to this RFP. The following criteria will be used in the evaluation of all proposals.

Evaluation Criteria	Percent of Weighting
Agency Qualifications and References	On File
Quality of Work Samples	On File
Ability to Meet General Requirements	On File
Response to Proposal Requirements	On File
Fee Schedule	On File

After the initial evaluation, the top finalists may be requested to make a phone, webinar or in-person presentation, or to further negotiate the terms and conditions of the contract. If notified, the company must be prepared to present with three (3) business days from the date of e-mail notification. Specific instructions regarding the presentation will be included in the notification.

END OF SECTION

4.0 CERTIFICATIONS

IMPORTANT: All Respondents are required to complete this form. Completed form must be returned with response by the RFP deadline. Failure to return this completed form may result in disqualification of response.

THE UNDERSIGNED IS CAUTIONED TO CAREFULLY READ THESE CERTIFICATIONS PRIOR TO SIGNING THE SIGNATURE PAGE. SIGNING THE SIGNATURE PAGE SHALL CONSTITUTE A WARRANTY BY THE UNDERSIGNED THAT ALL THE STATEMENTS, CERTIFICATIONS AND INFORMATION SET FORTH WITHIN THESE CERTIFICATIONS ARE TRUE, COMPLETE AND CORRECT AS OF THE DATE THE SIGNATURE PAGE IS SIGNED. THE UNDERSIGNED IS NOTIFIED THAT IF THE COLLEGE LEARNS THAT ANY OF THE FOLLOWING CERTIFICATIONS WERE FALSELY MADE, THAT ANY CONTRACT ENTERED INTO WITH THE UNDERSIGNED SHALL BE SUBJECT TO TERMINATION.

- A. Prevailing Wage Act. To the extent required by law, Contractor shall not pay less than the prevailing wage as established pursuant to an Act Regulating the Wages of Laborers, Mechanics, and Other Workman employed under Contract for Public Workers 820 ILCS 130/1 *et seq.* Our company certifies that it is eligible for bidding on public contracts and has complied with section 11a of the Prevailing Wage Act, 820 ILCS 130.01-12. **Yes** _____ **No** _____
- B. Human Rights Act. To the extent required by law, Contractor shall abide by the Illinois Human Rights Act, 775 ILCS 10/0.01 *et seq.*
- C. Drug Free Workplace. To the extent required by law, Contractor shall abide with the requirements of the Drug Free Workplace Act 30 ILCS 580.1 *et seq.*
- D. Sexual Harassment Policy. Contractor represents by the signing of this agreement that it has a written sexual harassment policy that is in accordance with 775 ILCS 5/2-105 (A) (4).
- E. Non-debarment. By executing this agreement Contractor certifies that it has not been debarred from public contracts in the State of Illinois for violating either 33E-3 or 33E-4 of the Public Contracts Act, 720 ILCS 5/33E-1 *et seq.* (If Applicable)
- F. Fair Employment Practice: Company is in compliance with all State and Federal laws regarding Fair Employment Practice as well as all rules and regulations. **Yes** _____ **No** _____
- G. Our company has an Equal Employment Opportunity and Affirmative Action Program which complies with Executive Order 11246, the Vietnam Era Veterans' Readjustment Assistance Act of 1974, and the Rehabilitation Act of 1973.
Yes _____ **No** _____
- H. When required by law, the Respondent and all Respondent's subcontractors must participate in applicable apprenticeship and training programs approved by and registered with the United States Department of Labor's Bureau of Apprenticeship and Training as required by Illinois Public Act 093-0642.

ADVICE

MINORITY/WOMAN-OWNED, DISADVANTAGED BUSINESS? YES _____ NO _____. If yes, please attach copy of certification and advise certification number and expiration date below:

STATE NEGOTIATED COOPERATIVE AGREEMENT: YES _____ NO _____ Contract No. _____

Name of Certifying Entity: _____

Certification #: _____ Expiration Date: _____

Signature

Respondent/Company Official: _____ Date: _____

5.0 SIGNATURE PAGE

IMPORTANT: All Respondents are required to complete and sign this form. Completed form must be returned with proposal by the RFP deadline. Failure to return this completed form may result in disqualification of proposal.

Check One:

SOLE PROPRIETOR **PARTNERSHIP** (and/or JOINT VENTURE) **LIMITED LIABILITY COMPANY**

CORPORATION

The undersigned acknowledges receipt of a full set of RFP Documents and Addenda Numbers _____ (None unless indicated here). **All issued addenda must be signed and returned to the College as per the instructions in the addenda or response will not be accepted.**

The undersigned makes the foregoing response to RFP subject to all of the terms and conditions of the RFP Documents. The undersigned certifies that all of the foregoing statements of the Vendor Certifications are true and correct. The undersigned warrants that all of the facts and information submitted by the undersigned in connection with this response are true and correct.

BUSINESS NAME: _____

BUSINESS ADDRESS: _____

BUSINESS TELEPHONE: _____ FAX NUMBER: _____

EMAIL ADDRESS: _____ CELLULAR TELEPHONE NUMBER: _____

FEIN/SSN: _____

AUTHORIZED SIGNATURE: _____

PRINT NAME: _____ TITLE: _____ DATE: _____

Subscribed to and sworn before me this _____ day of _____, 2017.

My commission expires: _____

Notary Public Signature

Notary Seal

* **Attach hereto a partnership resolution or other document authorizing the individual signing this Signature Page to so sign on behalf of the Partnership.**

** **If the LLC is not registered in the State of Illinois, a copy of a current Certificate of Good Standing from the state of incorporation must be submitted with this Signature Page.**

*** **Attach either a certified copy of the by-laws, articles, resolution or other authorization demonstrating such persons to sign the Signature Page on behalf of the LLC.**

*** **If the corporation is not registered in the State of Illinois, a copy of the Certificate of Good Standing from the state of incorporation must be submitted with this Signature Page.**

**** **In the event that this Signature Page is signed by any persons other than the President and Secretary, attach either a certified copy of the corporate by-laws, a resolution or other authorization by the corporation, authorizing such persons to sign the Signature Page on behalf of the corporation.**

6.0 CONFLICT OF INTEREST DISCLOSURE AND NON-COLLUSION FORM

IMPORTANT: All Respondents are required to complete and sign this form. Completed form must be returned with proposal by the RFP deadline. Failure to return this completed form may result in disqualification of proposal.

RFP #: _____ DATE: _____

CONFLICT OF INTEREST DISCLOSURE

College of DuPage (COD) reserves the right, at its sole discretion, to reject any and all responses, revise the submission timeline as described in the solicitation, and to discontinue at any time the submission process as described in the solicitation. College of DuPage is requiring that any and all relationships with the College, its Administrators, Trustees, Committee members, COD Foundation Trustees, or any other Employee of the College be disclosed in writing as a part of any response submitted. Contact with any employee of the College of DuPage during the pre-award period, except as noted in the RFP documents, is strictly forbidden and is considered sufficient grounds for dismissal from the RFP process.

VENDOR CONFLICT OF INTEREST DISCLOSURE

Define the relationship with any College of DuPage Administrator, Trustee, Employee, COD Foundation Board member, Committee member, or their immediate family member, with which your company or any of its owners, officers, Trustees, employees, or their immediate family, does business or is likely to do business with, or for which there is an opportunity to influence a related College decision; include the name and relationship to any immediate family member.

Vendor certifies that there is no known conflict of interest with any COD Administrator, Employee, Trustee, Committee member, or COD Foundation Trustee, or their immediate family.

Vendor Printed Name: _____ Title: _____

Signature: _____ Date: _____

NON-COLLUSION STATEMENT

The undersigned affirms that he/she is duly authorized to execute a contract and that this company, corporation, firm, partnership or individual has not prepared this response in collusion with any other Respondent, and that the contents of said response have not been communicated by the undersigned nor by any employee or agent to any other person engaged in this type of business prior to the official opening of this response.

Company Name: _____ Owners/Principal(s)
Name(s)/Title(s): _____

Vendor Address: _____ City, State, Zip: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

Signature
Respondent/Company Official: _____ Date: _____