

KANSAS CITY, KANSAS COMMUNITY COLLEGE

NOTICE OF

REQUEST FOR PROPOSAL 23-002

Issued Date: February 9, 2023

Sealed proposals will be received by the close of business on March 15, 2023 for the following:

REQUEST FOR QUALIFICATIONS- DIGITAL ADVERTISING SERVICES

For a copy of the RFQ, please visit our website at <https://www.kckcc.edu/doingbusiness>

All questions regarding this RFP and the program it represents must be submitted in writing via email to the following Contact Person:

Linda Burgess, Purchasing Specialist II
Kansas City Kansas Community College, 7250 State
Avenue, Kansas City Kansas 66112
Finance Department, Jewell Building
Email: lburgess@kckcc.edu

The undersigned certifies that he/she has the authority to bind this company in an agreement to supply the service in accordance with all terms and conditions specified herein. Please type or print the information below.

Respondent is REQUIRED to complete, sign, and return this form with their submittal.

Company Name	Authorized Person (Print)
Address	Signature
City/State/Zip	Title
Telephone #	Date
Fax #	Tax ID #
Email Address	

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REQUEST FOR PROPOSALS NO. 23-002

PROFILE OF KANSAS CITY, KANSAS COMMUNITY COLLEGE

Kansas City Kansas Community College is a centrally located public 2-year institution in the Kansas City metropolitan area, northeast Kansas. The College accredited by the Higher Learning Commission and with a long history being founded in 1923. Within the city limits of Kansas City, Kansas, the College is conveniently located within Wyandotte County near State Avenue and College Parkway for the main campus as well as the Technical Education Center near State Avenue and North 65th Street. The College also serves Leavenworth County as part of its service area with a satellite center, the Pioneer Career Center.

DESCRIPTION OF SERVICES

The service provider must have a proven track record of success, particularly with higher education institutions. The selected service provider will be responsible for developing and executing a digital advertising strategy in collaboration with KCKCC's Marketing Department. This will include researching and recommending digital channels that will effectively drive enrollment and increase brand awareness, creating branded display ads and reviewing landing pages. The proposed digital advertising plan shall not exceed \$220,000 for fiscal year 2023 (July 2023 – June 2024). The goal of the campaign is to increase student applications and enrollment. Current campaign benchmarks are 15% of email leads applied and 10% enrolled. KCKCC has a goal to increase those numbers.

INSTRUCTIONS FOR SUBMITTING PROPOSALS

A. GENERAL INSTRUCTIONS

All submittals must be in accordance with these instructions.

1. Must submit two (2) original paper copies of the submittal response in a sealed envelope, labeled with the project number and project title. One (1) electronic copy of the submittal response should be provided in the sealed envelope with the original paper copies. Deliver or mail to 7250 State Avenue, Kansas City, Kansas 66112, Attention: Linda Burgess, Purchasing Specialist II.
2. The College reserves the right to waive defects and informalities in submittals, to reject any or all submittals, or to accept any submittals as may be deemed in the best interest of the College, in its sole discretion.
3. Any submittal may be withdrawn at any time prior to the time specified herein for the opening of submittals, but no submittal may be withdrawn for a period of ninety (90) days after the submittal.
4. Any exceptions taken to the terms, conditions, or specifications of the RFP must be clearly noted in the submittal as follows: **Exceptions to RFP 23-002**. If not so noted, then the successful respondent expressly agrees to the terms, conditions, and specifications of the RFP in its entirety and any exception after submittal will be held invalid and/or cause to reject the submittal, in whole or in part, at the sole discretion of the College.
5. Questions and information pertaining to any item of this request may be obtained by submitting a request via email. No communication will take place between respondents and staff that comprise the College during the RFP process, except in writing.
6. Services shall **not** be subcontracted or assigned, in whole or in part, without the express written consent of the College. Areas of work that cannot be accomplished by the respondent must be identified in the submittal, including the identification of other firms to be used. However, ultimate responsibility for the goods/services and all obligations relating to the goods/services will remain with the successful respondent.
7. It is the responsibility of each respondent to become familiar with the requirements of this RFP. Lack of knowledge concerning the RFP's requirements will not relieve the respondent of conditions submitted in response to the submittal.
8. If it becomes necessary to revise this RFP in whole or in part, an addendum will be provided to all respondents on record as having received the RFP. **It is important to note, however, that it remains the responsibility of the respondent to determine if any addenda have been issued and to obtain those addenda prior to submitting their submittal.**
9. The College will not be liable for any costs that a respondent may incur in the preparation of or presentation of the submittal.

10. In all cases, no verbal communication will override written communication and only written communications are binding.
11. The College shall not be obligated to return the respondent's submittal once submitted, whether the submittal is withdrawn or not.
12. Successful respondent will be required to comply with Section 6 of the Scope of Services and the General Terms and Conditions.

B. EVALUATION CRITERIA

Evaluation will be in accordance with the College's policies and practices and purchasing policy. The College shall base its selections for professional services required for a project upon, but not limited to, the following criteria:

1. **Approach Scope of Services.** The scope of the services offered and the extent to which they meet or exceed the requirements of the College.
2. **Personnel.** Professional credentials and experience of all personnel who will be involved with the project. The specialized experience and technical competence of the respondent with respect to the type of services required.
3. **Capacity to Perform the Work.** The capacity and capability of the respondent to perform the work in question, including specialized services, within the time limitations fixed for the completion of the project. Total resources of the respondent that can be applied to the Project, including project schedule.
4. **Experience.** The past record of performance of the respondent with respect to such factors as control of costs, quality of work, and ability to meet schedules. Previous experience with similar or like services as outlined in this RFP, including references, level of satisfaction of present and former clients with accounts of comparable size and complexity.
5. **Familiarity.** The respondent's proximity to and familiarity with the College and/or higher education. Understanding of the scope and work required as evidenced by the submittal and the ability of the respondent to deliver services as requested.
6. **Fee Proposal**

Selection will be made based upon the lowest and best qualified respondent and is in the sole discretion of the College.

After receiving and reviewing all proposals, KCKCC reserves the right to interview in-person or virtually the top three firms.

SCOPE OF SERVICES

SECTION 1: INTRODUCTION TO PROJECT

KCKCC is seeking proposals from experienced digital advertising service providers to support Kansas City Kansas Community College in promoting our institution to prospective students. KCKCC plans to contract for 2 years with an option to renew for an additional two years. Services may be terminated by either party as stated in the final contract between entities.

KCKCC has 4 primary pillars for advertising:

1. **Technical Education:** This includes career-path programs that focus on 1-2 year certificate and degrees in high-demand, high wage areas. Such programs include automated engineering technician, construction technology, electrical technology, welding, culinary, cosmetology, automotive and others.
2. **Health:** This includes career-path and transfer programs for health services offered at KCKCC. These programs include RN, PN, medical office assistant, EMT, physical therapy assistant, respiratory assistant and others.
3. **Transfer/General:** This campaign focuses on preparing students to transfer to 4-year degree programs after completing an free degree. Or coming to take classes to prepare to transfer. KCKCC is the only 2-year college in the metro with student housing.
4. **Hispanic:** KCKCC is working to become a Hispanic designated institution, which requires KCKCC to have Hispanic enrollment of 25% for two consecutive years. The college has not reached that designation, yet.

SECTION 2: SCOPE OF WORK

2.1 Digital Media Planning & Strategy

- A. Develop and implement a comprehensive digital advertising strategy.
- B. Recommended media budget allocation by digital advertising channel; analysis to determine ideal budgets and flighting throughout each enrollment period. Fall enrollment begins mid-August, spring enrollment begins mid-January and summer enrollment begins the first week of June.

2.2 Digital Media Buying & Management

- A. Manage the creation and placement of digital ads including but not limited to the following channels:
 - Google Display
 - Search Engine Marketing “PPC”
 - Spotify
 - CTV/Streaming Advertising
 - Facebook/Instagram, Twitter, SnapChat and others.

- OTT
 - Twitch, YouTube or other video streaming social media
- B. Management that includes frequent (daily/weekly) optimization and implementation of best practices for all digital campaigns, analytics, and reports to keep metrics year to date on digital trends.
 - C. Demonstrate expertise and product knowledge for each of the channels as part of the overall digital advertising recommendation.
 - D. Vendor must be certified Google Premiere Partner

2.3 Analytics, Reporting, & Optimizations

- A. Provide a real-time reporting dashboard and communicate results with KCKCC through monthly reporting calls.
- B. Setup of pixels for retargeting and conversion tracking through a Google Tag Manager
- C. Monitor and analyze campaign performance and provide regular reporting on key performance indicators and success metrics.
- D. Monitor and analyze Google Analytics KPI's
- E. Provide recommendations for optimizations to ensure continuous improvement for ongoing campaign performance.

2.4 Team Structure

- A. Service provider will assign a team lead and a support team for communication and service collaboration, with the lead responsible for the performance and composition of the team.

2.5 Creative Asset Development

- A. Assist in the development of ad copy across all channels to appeal to KCKCC's target audience, including bilingual elements.
- B. Responsible for creating and producing ad designs 12 (twelve) for Google Display advertising.
- C. Responsible for creating all SEM ad copy, ad groups, and keywords to ensure the highest quality traffic, ad rank, and quality score.
- D. Responsible for creating and producing 12 (twelve) ad designs and creative concepts for Facebook/Instagram advertising.
- E. Responsible for creating and producing a minimum of 16 (sixteen) :15 and :30 video ads for OTT.
- F. Responsible for creating and producing a minimum of 8 (eight) :15 and :30 Spotify audio ads.
- G. KCKCC Marketing will host landing pages, or the partner may host landing pages, depending on cost and expertise (8 pages – one for each campaign and one thank you page for each campaign). KCKCC will need immediate access to all leads. Partner will at a minimum provide creative direction and best practices for landing pages.
- H. Secure approval from the College on all final placements and charges before proceeding.

SECTION 3: CONTRACTOR RESPONSIBILITIES

3.1 The Contractor will conduct activities that shall include but not limited to the following:

- A. Self-perform at least 50% of the work on the project.
- B. Select, contract, supervise and direct work of team members for approval by KCKCC.
- C. Provide and manage schedule.
- D. Schedule and conduct weekly progress meetings.

3.2 CONTRACTOR MINIMUM QUALIFICATIONS

- A. Demonstrated full-service digital advertising in all the areas listed in this proposal and access to all social media platforms listed in the proposal.
- B. At least 5-years of experience working with higher education clients. Provide at least two case studies showing experience and conversion rates from email and/ or phone leads to applied and/or enrolled.
- C. Full team with proven experience in higher education markets. List each team member to work on this project with years of experience in higher education digital marketing.

SECTION 4: PROPOSAL REQUIREMENTS (15 page limit, including title page)

4.1 Qualifications of Staff (5 pages maximum)

- A. Firm history/experience.
- B. Show how project team meet minimum qualifications.
- C. Provide at least two case studies showing experience and conversion rates from email and/or phone leads to applied and/or enrolled students.

4.2 Proposal – (7 page maximum)

- A. Review Scope of Services provided by this firm for this proposal.
- B. Assuming a total budget of \$12,000 per month for budget, please give an overarching strategy for the spend via the different kind of digital media listed in the scope of work. Please include anticipated cost per click for paid social and paid search based on the budget listed above.
- C. List any discovery/research steps needed to begin working with KCKCC and its campaigns. List any and all fees outside of direct media buys for all services listed in the proposal, such as:
 - i. Campaign Discovery Fee (if applicable)
 - ii. Flat rate Campaign Management Fee and/or Agency Fee on Media Spend
 - iii. Analytics/Dashboard Fee (if applicable)
 - iv. Landing page hosting fees
 - v. Creative fees for ad/landing page design (if applicable)
 - vi. Ala carte or hourly pricing is not preferred

- D. Two (2) hard copies of the proposal must be submitted and one (1) electronic copy on a thumb drive. Proposal must be placed in a seal envelope and clearly marked RFP 23-002, KCKCC, Digital Advertising Services. KCKCC cannot accept faxed proposals.

4.2 FINAL ACCEPTANCE

- A. All marketing pieces are subject to the approval of KCKCC Marketing prior to being released publicly.
- B. All work produced by the firm shall become the property of KCKCC.

+Section 7. CONTRACT TERMS

- 7.1 **Governing Law.** A standard contract document will be negotiated once the successful respondent(s) has been selected. Per state statute, Form DA-146a is required and the State of Kansas will be the governing law.
- 7.2 **Costs.** The costs agreed will be a fixed price and is not subject to increases unless mutually agreeable to both parties. The respondent shall provide all equipment, products, materials, supplies and services necessary for the proper execution and implementation of the agreement.
- 7.3 **Independent Contractor.** The respondent is now and shall remain a separate and independent entity from the College.
- 7.4 The submittal received from the successful respondent, along with the RFP, will be incorporated into the Agreement between the College and the respondent, and all provisions therein shall be provided by the respondent in accordance with the requirements of the submittal, unless superseded by the terms and conditions of the Agreement, RFP, or any subsequent amendment. **No contract award shall exist until an agreement is approved by the College and executed by both parties.**

GENERAL TERMS AND CONDITIONS

- 1. **Contract Documents.** This Request for Proposals and any completed forms required under the RFP, and College's Notice of Award letter shall form a binding agreement and shall be made a part of any Agreement (the Agreement) executed between College and the successful Contractor regarding the subject matter herein.
- 2. **Services.** The Contractor agrees to provide three (3) references with years of experience working with client, emails and phone contacts for client.
- 3. **Term.** The Agreement shall include the term through the project schedule and acceptance of the final product.
- 4. **Insurance.** While performing its services, Contractor will maintain the following minimum insurance coverage:

<u>Type of Coverage</u>	<u>Limits of Liability</u>
Workers' Compensation	Statutory
Employers' Liability	\$500,000
Comprehensive General Liability	\$1,000,000 per occurrence,
Automobile Liability	\$2,000,000 aggregate
Umbrella	\$1,000,000 per occurrence,
Professional Liability	\$2,000,000 aggregate
Errors & Omissions	\$2,000,000
	\$1,000,000 per claim
	\$1,000,000

College will be listed as an additional insured in respect to general liability, automobile liability, and umbrella/excess insurance. However, the addition of College as an additional insured shall not in any way nullify coverage for claims or actions College may have against the Contractor. The Consultant will provide to College certificates evidencing the required coverage prior to commencing services.

5. **Equal Employment Opportunity Clause.** The respondent hereby agrees that it will incorporate or cause to be incorporated into any contract for construction work, or modification thereof, as defined in the regulations of the Secretary of Labor at [41 CFR Chapter 60](#), which is paid for in whole or in part with funds obtained from the Federal Government or borrowed on the credit of the Federal Government pursuant to a grant, contract, loan, insurance, or guarantee, or undertaken pursuant to any Federal program involving such grant, contract, loan, insurance, or guarantee, the following equal opportunity clause:

- (1) The contractor will not discriminate against any employee or applicant for employment because of race, color, religion, sex, sexual orientation, gender identity, or national origin. The contractor will take affirmative action to ensure that applicants are employed, and that employees are treated during employment without regard to their race, color, religion, sex, sexual orientation, gender identity, or national origin. Such action shall include, but not be limited to the following:

The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided setting forth the provisions of this nondiscrimination clause.

The contractor will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for

employment without regard to race, color, religion, sex, sexual orientation, gender identity, or national origin.

The contractor will not discharge or in any other manner discriminate against any employee or applicant for employment because such employee or applicant has inquired about, discussed, or disclosed the compensation of the employee or applicant or another employee or applicant. This provision shall not apply to instances in which an employee who has access to the compensation information of other employees or applicants as a part of such employee's essential job functions discloses the compensation of such other employees or applicants to individuals who do not otherwise have access to such information, unless such disclosure is in response to a formal complaint or charge, in furtherance of an investigation, proceeding, hearing, or action, including an investigation conducted by the employer, or is consistent with the contractor's legal duty to furnish information.

6. **Executive Order 11246.** The contractor will comply with all provisions of Executive Order 11246 of September 24, 1965, and of the rules, regulations, and relevant orders of the Secretary of Labor.

The contractor will furnish all information and reports required by Executive Order 11246 of September 24, 1965, and by rules, regulations, and orders of the Secretary of Labor, or pursuant thereto, and will permit access to his books, records, and accounts by the administering agency and the Secretary of Labor for purposes of investigation to ascertain compliance with such rules, regulations, and orders when requested.

7. **Noncompliance.** In the event of the contractor's noncompliance with the nondiscrimination clauses of this contract or with any of the said rules, regulations, or orders, this contract may be canceled, terminated, or suspended in whole or in part and the contractor may be declared ineligible for further Government contracts or federally assisted construction contracts in accordance with procedures authorized in Executive Order 11246 of September 24, 1965, and such other sanctions may be imposed and remedies invoked as provided in Executive Order 11246 of September 24, 1965, or by rule, regulation, or order of the Secretary of Labor, or as otherwise provided by law.
8. **Subcontractors.** The contractor will include the nondiscrimination provisions of paragraph (6) in every subcontract or purchase order unless exempted by rules, regulations, or orders of the Secretary of Labor issued pursuant to section 204 of Executive Order 11246 of September 24, 1965, so that such provisions will be binding upon each subcontractor or vendor.
9. **Secretary of Labor.** The respondent agrees that it will assist and cooperate actively with the administering agency and the Secretary of Labor in obtaining the compliance of contractors and subcontractors with the equal opportunity clause and the rules, regulations, and relevant orders of the Secretary of Labor, that it will furnish the administering agency and the Secretary of Labor such information as they may require for the supervision of such compliance, and that it will otherwise assist the administering agency in the discharge of the agency's primary responsibility for securing compliance.

10. **Debarred Contractors.** The respondent further agrees that it will refrain from entering into any contract or contract modification subject to Executive Order 11246 of September 24, 1965, with a contractor debarred from, or who has not demonstrated eligibility for, Government contracts and federally assisted construction contracts pursuant to the Executive Order and will carry out such sanctions and penalties for violation of the equal opportunity clause as may be imposed upon contractors and subcontractors by the administering agency or the Secretary of Labor pursuant to Part II, Subpart D of the Executive Order. In addition, the applicant agrees that if it fails or refuses to comply with these undertakings, the administering agency may take any or all of the following actions: Cancel, terminate, or suspend in whole or in part this grant (contract, loan, insurance, guarantee); refrain from extending any further assistance to the applicant under the program with respect to which the failure or refund occurred until satisfactory assurance of future compliance has been received from such applicant; and refer the case to the Department of Justice for appropriate legal proceedings.
11. **Procurement of Recovered Materials Clause.** A non-Federal entity that is a state agency or agency of a political subdivision of a state and its contractors must comply with section 6002 of the Solid Waste Disposal Act, as amended by the Resource Conservation and Recovery Act. The requirements of Section 6002 include procuring only items designated in guidelines of the Environmental Protection Agency (EPA) at [40 CFR part 247](#) that contain the highest percentage of recovered materials practicable, consistent with maintaining a satisfactory level of competition, where the purchase price of the item exceeds \$10,000 or the value of the quantity acquired during the preceding fiscal year exceeded \$10,000; procuring solid waste management services in a manner that maximizes energy and resource recovery; and establishing an affirmative procurement program for procurement of recovered materials identified in the EPA guidelines.
12. **Wages & Working Conditions.** Wages billed must be computed on a standard 40-hour work week in compliance with 40 USC 3702. Work in excess of 40 hours per week is permissible if the worker is paid no less than 1.5 their standard pay for hours over 40 in one week for nonexempt employees. Depending on the funding source, federal wage rates may be required from time to time. **Federal wage rates do not apply to this project.**
13. **Safe Working Environment.** No worker must be required to work in surroundings or under working conditions which are unsanitary, hazardous, or dangerous.
14. **Job Site.** The Contractor is responsible for maintaining a safe work site, with temporary fencing and appropriate signage, if applicable.
15. **No Smoking Campus.** The Contractor agrees to abide by the smoke-free policy of the College for all employees and subcontractors while on site of the Project.
16. **Sales Tax Exemption.** The College is exempt from sales tax and should be excluded from all proposals.

Form G

Proposed Pricing Template			
		Pricing	Optional Pricing
Campaign Discovery Fee (if applicable) Analytics/Dashboard Fee (if applicable) Landing page hosting fees Creative fees for ad/landing page design (if applicable)			
Flat rate Campaign Management Fee and/or Agency Fee on Media Spend			
Analytics/Dashboard Fee (if applicable)			
Creative fees for ad/landing page design (if applicable)			
(Break out any other items that impact the budget for advertising spends)			
Total:			