



**Kansas City Kansas
Community College**

Request for Proposal/Bid 25-008	
Digital Advertising	
RFP/Bid Issued:	June 19, 2025
Question/clarification deadline:	July 1, 2025 10:00 AM CST
Proposals/Bids Due:	July 11, 2025 10:00 AM CST
Buyer:	Linda Burgess Purchasing Specialist Kansas City Kansas Community College 7250 State Avenue, Kansas City Kansas 66112 Email: lburgess@kckcc.edu

FORM A

RESPONDENT ACKNOWLEDGEMENT

RFP 25-008

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
Phone #	Date
Fax #	Tax ID #
Email Address	

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RFP INFORMATION, INSTRUCTIONS, FORMS

REQUEST FOR PROPOSALS NO. 25-008

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, in northeast Kansas. The College was founded in 1923 and is accredited by the Higher Learning Commission. KCKCC's Main Campus and Technical Education Centers are within the city limits of Kansas City, Kansas, located within Wyandotte County near State Avenue and College Parkway. The College also serves Leavenworth County with a satellite center, Pioneer Career Center.

The stated mission of KCKCC is "Inspire individuals and enrich our community one student at a time."

INSTRUCTIONS FOR SUBMITTING PROPOSALS

SECTION 1: GENERAL INSTRUCTIONS

All submittals must be in accordance with these instructions.

- A. Must submit three (3) original paper copies of the submittal response in a sealed envelope, labeled with the project number and project title. A pdf copy of the proposal should be emailed to lburgess@kckcc.edu by the deadline. Paper copies should be mailed or delivered to 7250 State Avenue, Kansas City, Kansas 66112, Attention: Linda Burgess, Purchasing Specialist, Administrative Offices, Upper Jewel.
- B. 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.
- C. Any submittal may be withdrawn at any time prior to the time specified herein for the opening of submittals, but no submittal may be withdrawn for a period of ninety (90) days after the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.
- D. Any exceptions taken to the terms, conditions, or specifications of the RFP must be clearly noted in the submittal as follows: **Exceptions to RFP 25-008**. 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.
- E. Questions and information pertaining to any item of this request may be obtained by submitting a request via email prior to the submittal deadline as noted on Page 1. Except in writing as noted on page 1, no other communication will take place between respondents and employees of the College during the RFP process.
- F. 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.
- G. 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.
- H. 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 and posted on the College's website. **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.**
- I. The College will not be liable for any costs that a respondent may incur in the preparation of or presentation of the submittal.
- J. In all cases, no verbal communication will override written communication, and only written communications are binding.
- K. The College shall not be obligated to return the respondent's submittal once submitted, whether or not the submittal is withdrawn.

SECTION 2: 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:

- A. **Approach to the Scope of Services.** The scope of the services offered and the extent to which they meet or exceed the requirements of the College.
- B. **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.
- C. **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.
- D. **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.
- E. **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.
- F. **Fee Proposal.** Selection will be made based upon the most responsible respondent in the sole discretion of the College, including costs. A responsible respondent is a firm who has the capability and experience in all aspects to perform fully the contract requirements and the integrity and reliability which will ensure good faith performance.

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.

SECTION 3: PROPOSAL SUBMITTALS

Bid/Proposal Format – the following should be clearly identified in your proposal:

1. Respondent Acknowledgement Sheet – Completed copy of page 2 of this RFP.
2. Company Overview and History - Describe your company, officers, number of employees, and operating policies. State the number of years your organization has been in business and the financial stability of your company (no more than 2 pages).
3. Experience/References – Describe your experience in performing the services requested in this RFP. Indicate if you have previously contracted with KCKCC, and if any contract with KCKCC was terminated or declared in default by the College due to performance, breach, or other concerns. Provide three (3) references, preferably those that include current and former public higher education clients for similar work.
4. Key Personnel – Identify key personnel who would be assigned to this project to provide the services described in the Scope of Work, highlighting the primary point of contact for the College. Include an organizational chart and resumes as appropriate.
5. Project Approach – Describe in detail the approach to the project. Provide a detailed, task-oriented timeline for the project as it relates to the project requirements.
6. Fee Proposal – Describe how your firm is compensated for services and describe all fees for services on our account. Include itemized costs for all components and features to be delivered. Unless stated, the College shall assume that no other fees will be assessed in connection with the provision of services.

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 has 27% Hispanic student population.

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 all SEM ad copy, ad groups, and keywords to ensure the highest quality traffic, ad rank, and quality score.
- C. 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.
- D. Secure approval from the College on all final placements and charges before proceeding.
- E. Optional to design video, Spotify and digital ads or have the college design. Decision will be made based on cost and expertise.

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.
- D. Demonstrated experience in ROI measurement, geofencing or other customer tracking technologies.

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 23-008,
- E. Form G, Proposed Pricing Template, is a required form and must be included in the proposal.

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

GENERAL CONTRACT TERMS AND CONDITIONS

SECTION 1: GENERAL TERMS

- A. 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.
- B. Independent Contractor.** The respondent is now and shall remain a separate and independent entity from the College.
- C. Submittal.** 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.**
- D. Term.** The Agreement shall include the term through the project schedule and acceptance of the final product.
- E. Insurance.** While performing the services, the respondent will maintain minimum insurance coverage specified herein. The College will be listed as an additional insured in respect to general liability, automobile liability, and umbrella/excess insurance. However, the addition of the College as an additional insured shall not in any way nullify coverage for claims or actions the College may have against the respondent. The respondent will provide the College certificates evidencing the required coverage prior to commencing services.

<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, \$2,000,000 aggregate
Automobile Liability	\$1,000,000 per occurrence, \$2,000,000 aggregate
Umbrella	\$2,000,000
Professional Liability	\$1,000,000 per claim

F. Equal Employment Opportunity Clause.

The respondent hereby agrees to the following provisions:

1. No Discrimination

The respondent will not discriminate against any employee or applicant for employment because of race, color, religion, sex, sexual orientation, gender identity, or national origin, or any other classification protected by law. The respondent will 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 or any other classification protected by law.

2. Posting Non-Discrimination Notices

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

The respondent will, in all solicitations or advertisements for employees placed by or on behalf of the respondent, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, or national origin, or any other classification protected by law.

3. No Retaliation

The respondent 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, or for filing a complaint of discrimination. 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 respondent's legal duty to furnish information.

4. Noncompliance

In the event of the respondent'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 respondent 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.

5. Subcontractors

The respondent will include the nondiscrimination provisions herein 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.

6. Secretary of Labor Compliance

The respondent agrees that it will assist and cooperate actively with the administering agency and the Secretary of Labor in obtaining the compliance of respondent and subcontractors with the equal employment 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.

G. 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

employment 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 respondent 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 respondent under the program with respect to which the failure or refund occurred until satisfactory assurance of future compliance has been received from such respondent; and refer the case to the Department of Justice for appropriate legal proceedings.

- H. Smoke and Tobacco-Free College.** The respondent agrees to abide by the Smoke and Tobacco-Free College policy for all employees and subcontractors while at College locations.
- I. Sales Tax Exemption.** The College is exempt from sales tax and it 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:			