



Request for Proposals

to provide

Comprehensive Marketing Assessment

Due Date – Proposal Submissions

Tuesday, December 8, 2015 by 4:00 p.m.

RFP-16088

Solicited by:
Department of Administration and Finance
Division of Contracting and Procurement
1400 East College Drive
Cheyenne, WY 82007

November 13, 2015

I. Proposal Overview

A. Solicitation Intent. Laramie County Community College (LCCC) is seeking a qualified, professional and experienced firm to provide a comprehensive review and assessment of the college's marketing and intake process and procedures, and to make recommendations for improvement. Broadly, the key areas to this request are as follows:

1. Comprehensive assessment of marketing (external) and intake pipeline.
2. Provide guidance and planning for the college to increase the number of applicants;
3. Provide guidance and planning to increase the number of students enrolling and maintaining retention through matriculations;
4. Provide guidance and planning to improve the student experience at LCCC.
5. Gauge alignment with internal and external stakeholder marketing needs.
6. Measure effectiveness of overall marketing plans and products.
7. Provide quick turnaround of assessment.

B. Scope of Services

1. Contractor shall provide LCCC with the following:
 - a. Resume of firm including references and examples of prior work;
 - b. Outline of ideas and planning schedule to match the solicitation intent.
 - c. Cost proposal for the complete project.
 - d. Availability and timeline to provide services.

II. Submission of Proposals

A. Participating firms shall submit one (1) original proposal and three (3) copies to the address below. Proposals shall have no more than fifteen (15) pages. **All submittals must be received no later than 4:00 p.m. (prevailing local time) on December 8, 2015 at 4:00 p.m.** Proposals shall be sent or delivered to:

Jamie Spezzano
Director, Contracting and Procurement
Laramie County Community College
Administration/Finance AM-108
1400 East College Drive
Cheyenne, WY 82007
Office: (307) 778-1280

1. Proposal submissions may hand delivered, mailed, or sent via courier; LCCC will not accept a faxed or emailed proposal. Each respondent is solely responsible for the timely delivery of its proposal by the deadline prescribed above. LCCC will not be responsible for lack of timely delivery regardless of the reason. Failure to meet the submission deadline will result in removal from consideration.
 - a. Minority business enterprises will be afforded full opportunity to submit a proposal and will not be subject to discrimination on the grounds of race, creed, national origin, sex, or handicap in consideration for an award.

B. Selection of the successful firm will be based upon their demonstration of expertise and relevant experience. Firms are requested to provide responses to the following:

1. The name of the firm.

2. The physical and mailing address of the firm.
 3. A list of at least three (3) references including names, addresses, phone number, and email of individuals at organizations familiar with the firm's performance.
 4. The firm's proposed scope of work, which, at a minimum must include the items listed in Section I, subsection B.
 5. The estimated amount of time that will be required to deliver the completed marketing services.
 6. Proposal shall be no longer than fifteen (15) pages.
- C. LCCC shall review all submissions and will select the firm which in LCCC's determination, is the most qualified to complete the work. LCCC reserves the right to negotiate with successful Proposer any required changes and/or modifications to this RFP prior to signature of Agreement, if deemed in the best interest of LCCC to obtain the objectives and intent of this RFP, including, but not limited to, budget compliance, scope of work modification, additions and/or deletions.
- D. If submitting the RFP as a Wyoming Resident Company must bring proof of being a Wyoming Resident. Certificate of residency must be current and on file with the State of Wyoming, Department of Work Force Services.
- E. LCCC reserves the right to reject any or all proposals, including without limitation, if they are, in its' sole discretion judged unacceptable, non-responsive, non-conforming, conditional, to waive any technical or formal defect therein, to accept or reject any part of any proposal.
- F. All proposals, including attachments, supplementary material, etc. shall become, upon submission to LCCC, the property of LCCC, and will not be returned to the firm.
- G. LCCC reserves the right to request an oral/onsite presentation after all proposals are reviewed.

III. General Requirements

A. Acceptance of Submissions

The College reserves the right to accept or reject any or all submissions received as a result of this solicitation if they are judged to be unacceptable, non-responsive, non-conforming, or conditional; to waive minor irregularities; or to negotiate with any respondent, in any manner necessary, to serve the best interests of the College.

B. Conflict of Interest

The undersigned firm certifies, under penalty of perjury, that to the best of their knowledge and belief, no member of the firm has a direct or indirect interest, financial or otherwise, in the award of this Proposal or in the services to which the Proposal relates. **Additionally, the firm shall identify whether any conflict of interest or known potential conflict exists regarding the future relationship between the College and your firm.**

C. Firm Representation

Firm's, by the act of submitting their proposal, represent that: They have read and understand the RFP document and their submittal is made in accordance therewith; They have familiarized themselves with the local conditions under which the work will be done to their satisfaction; and their submittal is based upon the requirements described in the RFP without exception.

D. Form of Contract

The College uses a standard contract for these services and award is contingent upon available funding and approval of this RFP. LCCC reserves the right to negotiate with the firm or entity who proposal best meets the needs of the College.

E. Incurred Expenses

Any costs incurred by the respondent in preparing and submitting a response to this solicitation will be the sole responsibility of the respondent and will not be reimbursed by the College.

F. Non-Collusion

The undersigned firm hereby certifies that is, its officers, partners, representatives, agents, or employees has not in any way colluded, conspired, or agreed, directly or indirectly, with any other firm, potential firm or person, in connection with this RFP, to submit a collusive proposal, or to secure through any unlawful act an advantage over other firms or the College.

G. Property of the College

Submitted Proposals and any other information submitted by respondents in response to this RFP shall become the property of the College. Such proposals, as property of the College, are subject to public disclosure as prescribed by Wyoming Statutes. Proprietary information must be clearly identified in writing and will be protected to the extent allowable by Wyoming Law and College Policy.

H. Public Information

All information, except that classified as confidential and/or proprietary, will become public information at the time that the Proposal is awarded in accordance with applicable sections of the federal "Freedom of Information Act (FOIA) and Wyoming State Statutes §16-4-201.

I. Respondent Inquiries

To ensure uniformity and consistency, strict rules shall apply to the communication process throughout the RFP process, therefore all questions and inquiries concerning this solicitation shall be submitted in writing, either as a signed original, legible facsimile, or electronic mail transmission. Oral questions and inquiries will not be allowed nor responded to. Questions and inquiries for this RFP shall be directed to:

Jamie Spezzano
Director, Contracting and Procurement
Laramie County Community College
1400 East College Drive, Cheyenne WY 82007
E-mail: jspezzano@lccc.wy.edu

J. Submission of Proposals

It is the responsibility of the proposer to carefully examine this RFP and be familiar with all of the requirements, stipulations, provisions and conditions of the RFP project. All changes, additions, alterations, or clarifications shall be done so via a written instrument known as an Addendum. Oral or telephone interpretations shall not be binding on the College.