



**LARAMIE COUNTY  
COMMUNITY COLLEGE**

## **Request for Proposals**

*to provide*

**Program review and consultation services  
for growing the Mass Media/Multimedia journalism program**

### **Due Date – Proposal Submissions**

**March 22, 2016, by 4:00 p.m.**

### **Due Date – Questions**

**March 10, 2016 by 4:00 p.m.**

***RFP-16137***

*Solicited by:*

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

**Date Released: March 1, 2016**

## **Solicitation Intent**

Laramie County Community College (LCCC) is seeking proposals for professional services to provide a comprehensive review and assessment of the college's journalism-based Mass Media/Multimedia (MMMM) programming and resources, including a market review of potential outreach through the college's local access cable channel (Channel 191). The successful bidder will work with LCCC's Mass Media/Multimedia faculty and Public Relations Department to generate a multi-year strategic action plan to implement financially sustainable organizational change that will modernize and expand journalistic programming and educational excellence while improving the effectiveness of the LCCC Public Relations outreach efforts.

## **Background of LCCC's Mass Media/Multimedia Program**

LCCC's Mass Media/Multimedia program was founded in 1969 and offers journalism-based associate's degrees in Mass Media and Multimedia communications. Students apply their craft through Wingspan Student Media, which includes the award-winning student newspaper, website, local access cable television channel and social media platforms. The television station is jointly managed with the LCCC Public Relations Department, which seeks to leverage the content to better promote the LCCC brand. With the world of mass media and multimedia journalism constantly evolving, LCCC seeks to ensure that students receive the best instruction and training possible for success. Because staying industry-current requires ongoing resource investment, LCCC seeks to ensure that investments in resources and programming are made in the most effective and sustainable manner.

The following sources of data will be available to the consultant during study:

- Past program reviews
- Graduation rates
- Student evaluations of courses
- Course competency scores
- Previous consultative study
- Past budget documents for the Mass Media/Multimedia Department
- Syllabi, course descriptions, MCOR's, and sample assignments for all department courses

Further data resources are available through LCCC's Institutional Research office.

The organization or individual whose proposal is awarded the contract will be expected to meet the following minimum contact requirements:

- A two-day site visit to LCCC to interview faculty connected to the Mass Media/Multimedia Department and staff in the Public Relations Department and to

gather information for an audit of LCCC Resources. Consultant will make own travel arrangements and should figure those costs into the project bid.

- Weekly email updates to the project team committee members that outline specific accomplishments for the week and plans for the following week.
- A monthly teleconference or videoconference with project team committee members for updates on what has been accomplished and next steps to be taken.
- All email queries from committee must be answered within 48 hours (excluding weekends).
- Phone calls from committee members must be returned within 48 hours (excluding weekends)
- A second site visit in August or September of 2016 will be required for presenting a final report to committee members. Consultant will make own travel arrangements and should figure those costs into the project bid.

The reporting requirements outlined above can be adapted/negotiated during the final contract acceptance process.

## **Proposal Requirements**

The organization or individual submitting proposals should meet the following qualifications:

- Experience developing journalism-based curriculum at the undergraduate level, especially curriculum that promotes hands-on experience for students to produce and publish broadcast, written and multimedia content that will serve a local audience.
- Understanding of public relations and integrated marketing campaigns, especially as they relate to broadcast.

The organization or individual submitting proposals should include the following documents

Respondents meeting the above qualifications should submit the following:

- Cover letter that explains why they are interested in the project.
- A current one-page summary that outlines academic and journalistic experience.
- A portfolio of examples that demonstrate successful implementation of journalistic curriculum.
- Three references for similar project. Provide name of contact, name of business, daytime phone number and email address.
- Cost proposal for the complete project, including estimated travel costs for two on-site visits and post-assessment consultation. Consultant will arrange and pay for own travel.
- Confirmation of availability and ability to meet proposed timeline to provide services. The timeline has some degree of flexibility; consultant is encouraged to suggest alternatives that would improve the project outcomes.
- One-page statement on the role community colleges play in educating tomorrow's journalistic workforce.

- Fully developed narrative detailing how each of the required proposal elements will be met.

## Proposal Response

A successful proposal will address each of the following:

### A. Objectives

The project is a feasibility study to determine the most appropriate mechanism(s) to modernize and expand the Mass Media/Multimedia program at LCCC.

Respondents to this RFP should consider the following specific objectives of the project:

1. Assess the current curriculum according to current standards needed for the discipline and workforce, especially as it relates to expanding multimedia opportunities.
2. Expand the number of student publication activities and engagement opportunities that align with the curriculum objectives.
3. Develop a sharing and content agreement for Channel 191 that will give Mass Media/Multimedia students practical journalistic broadcast experience while providing the Publication Relations department with a platform to promote the college.
4. Develop a new organizational structure for Wingspan Student Media to expand current publication and broadcast options and develop criteria for student governance (including editorial freedom) and programming oversight.

### B. Milestones and Deliverables

**Before April 1, 2016** — Schedule and conduct a kickoff call with committee members. The purpose of this call is to introduce the consultant to the committee members, outline the project plan and begin work on this project.

**Between April 15, 2016 and May 15, 2016** — Two-day site visit to LCCC to interview faculty connected to the Mass Media/Multimedia Department and staff in the Public Relations Department and to gather information for an audit of LCCC Resources.

- The consultant will meet with the following committee members for one-on-one or small group conversations about programming and creating hands-on opportunities for students utilizing Channel 191:
  - Jake Sherlock, Instructor Mass Media/Multimedia
  - Dr. Daniel Powell, Dean of Arts & Humanities
  - J O'Brien, Instructor Mass Media/Multimedia
  - Lisa Murphy, Associate Vice President Institutional Advancement
  - Ty Stockton, Director of Public Relations
  - Josh Thein, Promotions and Video Production Specialist, Public Relations
  - Terry Harper, Interim Vice President of Academic Affairs

- Juan Antonio Bernabeu, COM, MMMM and Languages Chair
- The consultant will meet with the Mass Media/Multimedia faculty members to discuss current operations for Wingspan Student Media and the role it plays in department curriculum
- The consultant will gather data for a full audit of LCCC's physical resources that can be utilized for purposes of student engagement and learning opportunities through Channel 191.
- The consultant will have the opportunity to meet with Mass Media/Multimedia students to learn what they like about the program and what they'd like to see changed.
- The consultant will have the opportunity to meet with LCCC's Institutional Research office.

**By June 1, 2016** — Audit of LCCC Resources due.

Audit requirements:

- Identify physical resources owned by the Mass Media/Multimedia Department that are currently available to LCCC students for purposes of producing journalistic and public relations projects.
- The report should include recommendations for student engagement opportunities utilizing said equipment for purposes of producing journalistic and public relations projects.
- The report should include recommendations for additional equipment to purchase, along with an explanation of why such a purchase would enhance or increase student engagement opportunities. The Mass Media/Multimedia Department will provide copies of past budgets to provide a historical look at available funds for equipment purchases.
- Format for the report will be left to the consultant.

**By July 1, 2016** — Competitive Analysis of regional competition due

Report requirements:

- The purpose of this report is to determine
  - Analyze colleges and universities in Wyoming, Colorado, Montana, Utah, Nebraska and South Dakota for the following criteria:
    - What are the required courses for a journalism degree or similar journalism-based degree?
    - Which areas of journalism do these institutions consider a specialty?
    - Which areas of journalism are not currently served in the region, and is it possible for the Mass Media/Multimedia program to fill that niche?
    - What are the tuition, fees and cost-of-living expenses for in-state, out-of-state and Western Undergraduate Exchange students?
    - What types of student financial assistance offerings are uniquely available to journalism and mass media students at these institutions?
    - What journalistic reporting tools (electronic and non-electronic) do these regional competitors offer students and how do those tools compare to LCCC's program?

- Conduct a competitive analysis of regional four-year universities to determine which institutions are most likely to enter into transfer agreements with the LCCC Mass Media/Multimedia department.
  - Analysis should include recommendations for which universities would most likely enter into transfer agreements.
  - Analysis should include proposed curriculum maps for 4-year pathways at each school
  - Analysis should include current tuition costs for students based on in-state, out-of-state and Western Undergraduate Exchange rates.
  - Analysis should include listing of financial aid opportunities.
- Analyze four-year public and private universities in Colorado, Montana, Utah, Nebraska and South Dakota to determine which schools offer undergraduate curriculums that are similar to LCCC's Mass Media and Multimedia programs. The consultant should examine both in-classroom and online curriculums.
- Provide a side-by-side comparison of undergraduate curriculum, both print and online, at each institution that offers a journalism, mass media or multimedia degree with LCCC's requirements for an associate's degree. The consultant should request and provide syllabi, course descriptions, tentative course calendars, sample assignments, and examples of successful student projects.

**By Aug. 15** — Provide advance copy of final report ahead of on-site visit.

The final report is a feasibility study to determine the most appropriate mechanism(s) to modernize and expand the Mass Media/Multimedia program at LCCC. It should seek to meet the following primary objectives:

1. Assess the current curriculum according to current standards needed for the discipline and workforce, especially as it relates to expanding multimedia opportunities.
2. Expand the number of student publication activities and engagement opportunities that align with the curriculum objectives.
3. Develop a sharing and content agreement for Channel 191 that will give Mass Media/Multimedia students practical journalistic broadcast experience while providing the Publication Relations department with a platform to promote the college.
4. Develop a new organizational structure for Wingspan Student Media to expand current publication and broadcast options and develop criteria for student governance (including editorial freedom) and programming oversight.

The final report should address the following:

- Curriculum assessment
  - Consultant should provide a comprehensive summary of the current course offerings for Mass Media and Multimedia degrees.
  - Consultant should provide a literary review of current newsroom needs, especially those of small-market newsrooms for newspapers, television stations, radio stations, and web-based news sites in cities under 100,000 in population. This literary review should include the types of skills employers are

- looking for in graduates, examples of day-to-day work duties for entry-level journalists in these newsrooms,
- Consultant should analyze current curriculum offerings to see which industry needs are currently being met and which are not. Consultant should also provide recommendations for improvements to curriculum.
  - Consultant should also summarize findings from the analysis of regional competition and include recommendations for improvements to curriculum.
  - Consultant should suggest revisions or propose new curriculum maps.
- Expand the number of student publication activities
    - Based on all information gathered to date, consultant should summarize current publication and broadcast activities.
    - Consultant should provide recommendations for restructuring of activities, including ways to maximize multimedia and broadcast opportunities. Budgetary and staffing restrictions should be considered when making the recommendations.
    - Consultant should recommend opportunities to tie publication activities to the following department courses: Journalistic Writing; Publication Productions/Multimedia Productions I, II, III and IV; Introduction to Photography; Desktop Publishing; Advanced Desktop Publishing; Digital Photography; Desktop Audio/Video Production; and Interactive Media Design
  - Sharing agreement for Channel 191
    - The sharing agreement should be developed in consultation with the Public Relations Department and Mass Media/Multimedia Department. The overall goals of the sharing agreement are:
      - Maximize student broadcast opportunities on Channel 191.
      - Provide engaging, positive content about the college and its various programs and services
      - Relieve the Public Relations Department of current content development duties.
    - Consultant should conduct interviews with the committee members in the Public Relations Department to better assess the college's goals and objectives as well as content options.
    - Consultant should conduct interviews with the committee members in the Mass Media/Multimedia Department to better assess the academic goals and objectives as well as content options through Wyoming Public Television and in-house live and packaged broadcasts.
    - The sharing agreement should require signatures for the LCCC President, the Dean of Arts and Humanities, the Vice President for Institutional Advancement, the Director of Public Relations and the Director for Student Media.
    - The sharing agreement should address:
      - minimum quality standards for broadcast
      - understanding of allowable content by all parties
      - Standards for profane and abusive language, for both live broadcasts and packaged content.

- Standards for controversial content, such as content that is racial, sexual or political in nature, for both live broadcasts and packaged content.
    - Organizational structure for Channel 191 staff: Who is in charge of what and when.
    - Suggestions for effective communication strategies between all parties with an interest in Channel 191.
  - Organizational and student governance criteria
    - Student governance
      - Consultant should summarize current student organizational structure and make recommendations for expansion and improvement.
      - Consultant should summarize current production workflow for print, online, multimedia and broadcast productions and suggest improvements that will emphasize efficiency and online-first publication.
      - Consultant should analyze the following editorial products and make suggestions for improvements:
        - Last 12 issues of Wingspan newspaper
        - Three most recent sports broadcasts
        - Three most recent live broadcasts, non-sport
        - The Wingspan website (wingspan.lccc.wy.edu)
    - Organizational
      - Consultant should analyze editing and advising practices by Mass Media/Multimedia faculty and make recommendations for new practices that will provide students with maximum editorial freedom and high-level instruction.
      - Consultant should analyze department budgets and suggest areas for cost savings or cost shifting.

**Between Aug. 22, 2016 and Aug. 26, 2016** — On-site visit for delivery and presentation of final report. Attendees to include members of the committee and top college administrators.

**From Sept. 1, 2016, to Sept. 1, 2017** — Continue the established contact schedule to answer follow-up questions relating to, and facilitation of the implementation of recommendations.

## **Submission of Proposals**

Participating individuals shall submit the full proposal including all supplementary requirements in electronic format via e-mail to the e-mail address below. All submittals must be received no later than 4:00 p.m. (MST) on March 22, 2016. Proposals shall be **EMAILED** (only) to:

Jamie Spezzano, LCCC Director, Contracting and Procurement

Office: (307) 778-1280 / E-mail: [jspezzano@lccc.wy.edu](mailto:jspezzano@lccc.wy.edu)

Proposal submissions may be e-mailed. 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.

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.

## **Questions/Inquiries**

Any and all questions or inquiries regarding this RFP are due by March 10, 2016 via email and should be directed to:

Jamie Spezzano

[jspezzano@lccc.wy.edu](mailto:jspezzano@lccc.wy.edu)

## **Selection criteria**

A project team consisting of individuals from the Arts and Humanities College, the LCCC Public Relations Department, and administrators has been designated to evaluate all received proposal submittals, therefore the award of this RFP will be made to the individual whose proposal best meets the specifications of this RFP, is in the best interests of, and most advantageous to LCCC. The inclusion of cost as a factor is not intended to require LCCC to select the lowest cost proposal; therefore cost will not be the sole basis for selection.

The following selection criteria will be considered when awarding requests for proposals:

- General expertise, experience, and ability to create an educational assessment to be used in higher education.
- Specific experience in developing a multi-year strategic plan in higher education.
- Statement on the role of community colleges in educating journalism and mass media students.
- Cost of services.
- Ability to adhere closely to proposed timeline

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.

## **IV. 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 certifies, under penalty of perjury, that to the best of his or her knowledge and belief, he or she does not have 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 individual shall identify whether any conflict of interest or known potential conflict exists regarding the future relationship with the College.**

**C. Firm Representation**

Respondents, 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 whose 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 individual hereby certifies that he or she, their 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 respondent 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.