

Oakton Community College

Community College District 535
Purchasing Department, 1600 East Golf Road, RM 1540, Des Plaines, IL 60016-1268
(847) 635-1635

Request for Proposal #14
Issue Date: Wednesday, April 2, 2014

Proposals will be received in the Purchasing Office at the above address until

11:00 A.M. on Tuesday, April 15, 2014

Proposals will be opened publicly at this time. Late bids will not be accepted.

Advertising Agency Services for Media Planning and Buying

1. The College is requesting proposals for the purchase of Advertising Agency Services for Media Planning and Buying. This will be a one-year contract July 1, 2014 through June 30, 2015, with the option of renewing for two additional years from July 1, 2015 through June 30, 2016 and July 1, 2016 through June 30, 2017.
2. The proposal will be evaluated based on the required submittals and the on-campus presentation (if invited).

Please see the following sheets for complete specifications.

If there are any questions pertaining to this proposal, Please contact Wayne Szatkowski, Purchasing Manager, at wszatkow@oakton.edu. All questions should be submitted in writing to this e-mail address. Last date to submit questions is 11:00 A.M. on Thursday, April 10, 2014.

Oakton Community College District No. 535 is exempt from Federal, State and Municipal Taxes

I have examined the specifications and instructions included herein and agree, provided I am awarded a contract within 60 days of bid due date, to provide the specified items from the sum shown in accordance with the terms stated herein. All deviations from specifications and terms are in writing and attached hereto. I offer the following discount terms _____.

Company Name _____ Date _____

Address _____ City/State/Zip _____

Name _____ Title _____

Phone # _____ Fax # _____

Signature _____ E-mail _____

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Instructions to Bidders

1. Bid Forms: Proposals should be submitted on the form provided. Envelopes marked “Sealed Bid for (commodity being bid).” Bids cannot be accepted via fax machines or email.
2. Specifications: Generally, where specifications indicate a particular brand or manufacturer’s catalog number, it shall be understood to mean that or equal, unless “no substitutes” is specified. When offering alternates, they must be identified by brand name, catalog number and manufacturer’s literature must be included.
3. Samples: Bidders will be required to furnish no charge samples upon request.
4. F.O.B. Point: All prices must be quoted F.O.B. destination. Shipments shall become property of Oakton Community College after delivery and acceptance.
5. Delivery Points: Deliveries must be made to the various buildings within the district, as indicated.
6. Delivery Schedule: Bids must specify delivery time. Unrealistically long delivery times may cause bid to be rejected. Order may be canceled without obligation if delivery requirements are not met.
7. Evaluations: Oakton Community College reserves the right to reject any and all bids, to waive any technicalities in the bidding, and to award each item to different bidders or all items to a single bidder.
8. Vendor Selection: All purchase will be awarded to the lowest responsible bidder who meets all the requirements of the specifications. The determination of a responsible bidder and award of tie bid for like equipment, supplies, or services shall be based upon the following factors: a) capacity to perform, and b) performance history. In the case these factors are equal for award of tie bids; first preference will be given to suppliers located within the boundaries of District #535 and second, from within the state over out of state. In the case of tie bids according these criteria, purchases will be determined by a coin toss. Cash discounts will be used in determining the lowest responsible bidder.
9. Prices: Prices, terms and conditions must be firm for acceptance for sixty (60) days from the date of bid opening unless otherwise agreed to by District #535 and bidder.
10. Quantities: Quantities shown may be estimates only and orders may be more or less depending on actual requirements and budget limitations.
11. Exceptions: Any exceptions to these terms, conditions or deviations from written specifications must be shown in writing and attached to the bid form.
12. Tax Exemptions: Oakton Community College District #535 is exempt from Federal, State and Municipal taxes. Exemption certificates will be furnished upon request.
13. Equal Employment Opportunity Clause/
Prevailing Wage: Oakton Community College is an equal opportunity employer, and parties doing business with the College must comply with the Equal Employment Opportunity Clause as required by the Illinois Fair Employment Practices Commission. Not less than the prevailing wage shall be paid for labor on the work to be performed as required by law.
14. Non-Collusion Clause: The bidder or agent hereby declares that he, nor any other agent of his business, entered into any collusion or agreement relative to the price to be bid. He further declares that no persons, firms or corporations, have or will receive directly, any rebate, fee, gift, commission, etc., or that any employee or Board of Trustee member of Oakton Community College District #535 has any undisclosed interest in the award of this contract.

Request for Proposal Advertising Agency Services for Media Planning and Buying

3. In addition to the required submittals listed on the following pages, please include a company profile with your proposal. The profile must include the following: How long has the firm been in business? How many people does the firm employ? What is the annual revenue for the last fiscal year?
4. The College is exempt from all taxes.
5. The proposal will be awarded at the May 13, 2014, Board of Trustees meeting.
6. Because this is a sealed proposal, the College cannot accept your response over the phone, e-mail, or fax. When returning your proposal, please indicate the proposal number above. If you are sending your proposal via an overnight carrier, you must write the proposal number on the outside of the envelope. If you return a proposal response via an overnight carrier or your own envelope, please address the envelope to:

Oakton Community College
Attention: Purchasing Office, Room 1540
Proposal #14
1600 East Golf Road
Des Plaines, IL 60016

7. If your company will not be submitting a proposal, please return this sheet marked as a "NO BID."
8. The College is a public institution and therefore subject to comply with legitimate Freedom of Information Act (FOIA) requests. Please be advised that your response to this bid is subject to comply with any FOIA requests for information. Please submit *eleven copies* of your proposal. Ten original paper copies and an eleventh copy that has confidential and/or proprietary information removed/redacted. Please mark this as "FOIA Copy". See pages 10 & 11 for further instructions.

Summary

Oakton Community College requests proposals for services from an advertising agency to plan and place advertising for the College beginning with the Fall 2014 semester. Working with Oakton's Executive Director of College Advancement and Director of Student Recruitment and Outreach, the agency selected will develop and implement strategic – and innovative – student recruitment media plans that will enable the College to obtain the most visibility and market share possible within modest budgetary guidelines.

The College will contract with the selected agency from July 1, 2014 through June 30, 2015, with the option of renewing for two additional years (one year at a time), from July 1, 2015 through June 30, 2016, and July 1, 2016 through June 30, 2017, if mutually agreed upon by both parties and pending approval by the College's Board of Trustees. At this time, agencies should consider that the terms and conditions listed in this proposal would pertain for all three years.

If the agency is not performing to Oakton's standards, the College reserves the right to cancel the contract by giving the agency 30 days' written notice.

Project Description

Target Market

Founded in 1969, Oakton Community College has become one of the region's most respected two-year institutions of higher learning. Moreover, in April 2007, the *New York Times* cited Oakton as one of the top ten community colleges in the United States. With campuses in Des Plaines and Skokie, the College serves 435,000 residents in Illinois Community College District 535, which includes the communities of Des Plaines, Evanston, Glencoe, Glenview, Kenilworth, Lincolnwood, Morton Grove, Niles, Northbrook, Northfield, Park Ridge, Skokie, Wilmette, and Winnetka.

With few exceptions, institutional advertising targets prospective traditional and non-traditional students who reside in the above geographic areas. Marketing initiatives typically coincide with the distribution of the Oakton Class Schedule, mailed to approximately 225,000 households and businesses in the District three times each academic year, and Campus Visit Days and Information Sessions. The Class Schedule usually arrives in mailboxes about six to eight weeks prior to the beginning of the term.

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Demographics

Currently, the College enrolls some 10,000 students in credit courses and 36,000 students in non-credit courses each semester. The average age of an Oakton student attending classes at the Des Plaines campus is 27. The average age of an Oakton student attending classes at the Skokie campus is 28, largely because of the College's well-established Emeritus Program that attracts robust numbers of senior citizens.

Additional student statistics include:

- 61 percent are between the ages of 16 and 24
- 27 percent hold bachelor's or higher degrees
- 52 percent are female
- 48 percent are enrolled in transfer programs
- 33 percent are enrolled in career programs
- 19 percent are undecided
- 71 percent attend part time
- 11 percent take classes exclusively on line

Although Oakton students represent 50 different countries –35 languages are spoken on campus – the majority of students are Caucasian. The largest minority group is East Asian (20 percent).

Target Audiences

Research indicates Oakton serves five major segments:

- Traditional students (18-23)
- Non-traditional students (24+) seeking an associate's degree or certificate
- Adult learners taking courses for personal enrichment
- English as a Second Language students
- Summer students enrolled at four-year colleges or universities

Primary influencers for the traditional-age market include peers, parents, grandparents, high school counselors, high school teachers, high school coaches, and religious leaders. Influencers for the other segments include business leaders and employers, friends, and relatives.

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Research

The selected agency will have access to research conducted by the Office of Research, Curriculum, and Planning. This includes results from the fall 2013 *Enrollment Report*; “In the Abstract,” a monthly research brief; 2013 *Current Student Survey*; and 2013 *Baccalaureate Alumni Survey*. Reports from Student Focus Groups in 2014 also may be helpful.

Creative

Oakton employs two first-rate graphic designers who produce the College’s creative for print and Web advertising and direct mail.

Budget

Oakton’s annual budget for advertising is \$150,000. Additional funding of up to \$30,000 may be available from a Carl D. Perkins Grant. The College produces its own creative and assumes responsibility for delivering required materials to the various media outlets on time.

Requirements

Please include eleven copies of your proposal. The proposal submitted to Oakton Community College should include:

- Description of the agency’s work method.
- Recommended media mix for Oakton, indicating how the agency would target prospective traditional and non-traditional students.
- Strategy for increasing course enrollments in particular and attracting more Latino and African American students in general.
- Innovative and fresh ideas for reaching the above audiences.
- Proposed agency commission and fees for each year of the contract.
- Samples of relevant media planning and buying schedules.
- List of current college and university clients.
- References from current and/or former clients.

- Brief biographies of the agency members who would be servicing Oakton's account.

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Screening Committee

The Agency Review Committee will include the four Academic Deans (Health and Science Careers; Mathematics and Technologies; Languages, Humanities, and the Arts; Social Sciences and Business); Assistant Vice President for Academic Affairs / Dean of the Skokie Campus; Assistant Vice President for Academic Affairs / Co-chair of Student Success Team; Director of Student Recruitment and Outreach; Executive Director of College Advancement; Senior Manager of Marketing; and Chair of the Marketing Department.

We are requesting one copy of your proposal for each committee member and one copy to be kept in the Purchasing office for a total of 11 copies.

Timetable

After reviewing the proposals, the College will invite a select group of agencies to make presentations the last week in April or the first week in May 2014. The College will submit the agency selection to the Board of Trustees for approval at the May 13, 2014 meeting.

Additional Information

Although Oakton has a dynamic and comprehensive Web site, College policy prohibits student contact through e-mail and/or other on-campus electronic communication. However, the agency may target other electronic media to recruit students such as Face book, Twitter, YouTube, etc.

Questions

Any questions regarding this proposal must be submitted in writing to Wayne Szatkowski, Purchasing Manager, at wszatkow@oakton.edu. Last day to submit questions is 11:00 A.M. Thursday, April 10, 2014.

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State of Illinois

County of Cook

CONTRACTOR'S CERTIFICATION

Pursuant to Illinois Revised Statutes Chapter 38, Article 33E (Public Contracts), the undersigned certifies that he/she is a duly authorized agent of the contractor submitting the attached bid to Community College District 535, Oakton Community College and that said contractor is not barred from bidding on this public contract as a result of a violation of either Section 33E-3 or 33E-4 of said statute.

Signed this _____ day of _____, 2014.

By: _____

Title: _____

Address: _____

SUBSCRIBED AND SWORN TO before
me this _____ day of _____, 2014

Notary Public

Please return this form with your proposal

Proposal Checklist

- | | | |
|---|-----|----|
| 1. Did you include 11 copies of your proposal? | Yes | No |
| 2. Did you include a company profile with your proposal? | Yes | No |
| 3. Did you include a description of your agency's work methods? | Yes | No |
| 4. Did you include a recommended media mix with rationale? | Yes | No |
| 5. Did you include your proposed commissions and fees for each year? | Yes | No |
| 6. Did you include samples of relevant media plans? | Yes | No |
| 7. Did you include a list of current college, university and non-profit clients? | Yes | No |
| 8. Did you include the references requested? | Yes | No |
| 9. Did you include the biographies of staff who will service Oakton's account? | Yes | No |
| 10. Did you include the Contractor's Certification form? | Yes | No |
| 11. Did you read and do you agree to all terms and specifications as noted in the proposal? | Yes | No |

*****This proposal checklist should be returned with your proposal*****

Company: _____

Signature: _____

E-Mail: _____

DESIGNATION OF CONFIDENTIAL AND PROPRIETARY INFORMATION

Notes to Authorized Representatives completing this Designation:

- Under Illinois law, prices and price quotes become public information once the information is announced at the public proposal opening and may not thereafter be kept confidential.
- Other information cannot be kept confidential unless it is a trade secret, and is identified as such by the party submitting a proposal at the time of submittal as specified in Section 7(1)(g) of the Illinois Freedom of Information Act (“FOIA”, 5 ILCS 40/7(1)(g)).
- “Trade secret” as defined in Section 2(d) of the Illinois Trade Secrets Act (765 ILCS 1065/2(d)) means information, including but not limited to technical or non-technical data, a formula, pattern, compilation, program, device, method, technique, drawing, process, financial data, or list of actual or potential customers or suppliers, that: (1) is sufficiently secret to derive actual or potential economic value from not being generally known to other persons who can obtain economic value from its disclosure or use; and (2) is the subject of efforts to maintain its secrecy or confidentiality that are reasonable under the circumstances.

* * * *

The attached material submitted in this Response to Oakton Community College **Request for Proposal #14 Advertising Agency Services for Media Planning and Buying** includes trade secrets and / or commercial or financial information that is proprietary, privileged, or confidential. The disclosure of specifically identified content within the material would cause competitive harm to:

(insert name of individual or company submitting the response)

as further explained below, such that it may be kept confidential under 5 ILCS 40/7(1)(g).

We request that the pages or parts of pages of this Response, as next indicated, be treated as confidential material and not be released without the prior written approval of our Authorized Representative named on the following page.

Section	Page #(s)	Topic	Why disclosure would cause competitive harm
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If the designation of this information as confidential is challenged, the undersigned hereby agrees to provide legal counsel or other necessary assistance to defend the designation of confidentiality, and agrees to hold the College harmless for any costs, damages, or penalties arising out of the College's agreeing to withhold the information.

Failure to complete and include this form in the bid/proposal response may mean that all information provided as part of the bid/proposal response will be open to inspection and copying. The College considers other markings of "confidential" in the bid/proposal documents to be insufficient. The undersigned agrees to hold the College harmless for any damages arising out of the release of any materials unless they are specifically identified above.

Company Name: _____

Authorized Representative: _____
Signature

Authorized Representative: _____
Type or Print

E-mail address: _____

Date: _____

Please be sure to include one copy of your RFP response that has confidential and/or proprietary information removed/redacted. Please mark this as "FOIA Copy."

The College will use this copy at the public proposal/RFP opening, and this copy must include your pricing.