

23-010 Request for Proposal – SFCC Marketing and Communications

Situational Analysis

State Fair Community College is a tax-assisted institution, receiving tax funds from Pettis and Benton counties and the city of Otterville. SFCC serves an additional 12 west central Missouri counties, all of which comprise its service area. The college offers classes in Sedalia, Clinton, Eldon, Whitman AFB in Knob Noster, Lake of the Ozarks, , Boonville, and online. Current overall credit student enrollment is more than 3,700. In its credit enrollment, the college serves a diverse customer base that includes high school students, high school graduates and adult learners.

SFCC also serves noncredit learners and offers a variety of community education programs from personal enrichment to professional development to customized training solutions for area business and industry partners.

The Marketing and Communications office strives to achieve a strong, efficient marketing mix to increase awareness and reach potential students by utilizing online venues (digital advertising), print, radio, billboards, direct mail, recruiting publications, television, social media and its website as primary strategies for reaching its target markets.

The college is interested in utilizing the services of a marketing/advertising firm or firms develop a brand strategy, to develop creative content, and to develop and implement a media strategy to support that brand, including assisting in planning, negotiating and placing media advertising channels in multiple markets using a variety of modalities including, but not limited to geofencing, device targeting, digital and traditional marketing channels.

State Fair Community College is a tax-exempt institution, and prudent use of advertising dollars for the best frequency, reach, and effectiveness is critical. SFCC's budget year begins July 1 and ends June 30.

Trends

While the COVID-19 pandemic of 2020/21 had a profound negative impact on enrollment and retention, enrollment at State Fair Community College has decreased since 2017, with the largest decrease occurring within the adult learners.

Within the taxing district, the Hispanic and Ukrainian communities have experienced increases in population and enrollment in these demographics remains low.

In 2022, SFCC opened the Olen Howard Workforce Innovation Center, a 38,500 square-foot facility that houses the college's welding and precision machining programs. The Howard Center is also hosts Career and Technical Center courses for area high school students, and apprenticeships.

Scope of Work

Branding

State Fair Community College seeks an experienced agency to assist the Marketing and Communications office creating a comprehensive brand strategy, based on research and data, that is unique to State Fair Community College and the communities it serves, which may include creative content to support the brand, including digital and traditional platforms.

Media Buying and Planning

State Fair Community College seeks an experienced agency to assist the Marketing and Communications office in planning and buying media to promote awareness and enrollment for traditional and adult learners.

Enrollment periods at the college are generally open during November and December (for Spring) and March through August for Summer and Fall semesters. The advertising budget for these initiatives for FY23 (July 1, 2022-June 30, 2023) is approximately \$200,000, but may be increased or decreased annually based on board-approved available funding.

Events, activities and specific initiatives also occur throughout the academic year (August through May) and typically require advertising and publications to create awareness, interest and engagement. These activities are not included in the allowed budget; however, planning and buying for individual flights/requests are possible based on events, various program needs, start-ups, etc. Media planning and buying for noncredit enrollment is also not included in the above-stated budget.

The chosen vendor/agency will work closely with the Executive Director of Marketing and Communications and will need to be or become knowledgeable of the college's objectives, target audiences, demographics, geographies, etc. (as established through the brand audit) in order to develop and plan and choose media effectively.

The proposal should include at least one on-ground meeting prior to the open enrollment period with staff to understand the college's objectives and priorities and ask relevant questions and to review and discuss the creative direction in order to coordinate objectives and the plan. Creative services will typically be handled in-house by the SFCC Marketing and Communications office, but the option for creative support, including video production, graphic design and desktop publications could be provided by the vendor/agency at an additional cost.

The chosen vendor/agency will have expertise in creating media mixes, conceptualization, creating media and production. The vendor will serve as the primary point of contact, including calls and emails, from any external entity soliciting sponsoring and advertising opportunities.

Submission/Proposals

All agencies/vendors replying to this request for proposal – Media Buying and Planning will include the submission of:

1. The Agency/Vendor Name
2. Agency History and breadth of work/experience (including added value your agency would bring to this proposal)
3. Examples (including other works done in higher education) of creative
 - a. Digital
 - i. Device targeting
 - ii. Geofencing
 - iii. Banner ads
 - iv. other
 - b. Traditional
 - i. Television
 - ii. Radio
 - iii. Print
 - iv. Outdoor
4. Point of Contact with profiles of staff
5. Examples of brand strategies
 - a. Examples of re-branding campaigns
 - i. Soft rebrands
 - ii. Full rebrands
6. Examples of buying experiences agreements leveraged
7. Explanation of data sources used in buy
8. Standard fee structure for media planning and buying as described above
9. Estimated expenses for advertising plan
10. Estimated costs for any production
11. Three references from organizations similar in scope, size and service (higher education) to State Fair Community College
12. Disclosure of all higher education clients served to help identify potential conflicts of interest

Evaluation

Proposals will be subjectively evaluated based on agency fee structure, creative costs, methodology, and experience.

Planning

Upon selection, the agency/vendor will work with SFCC to establish an annual plan, including budget, that identifies events, program's needs, etc.

Terms

Services detailed in this proposal will be rendered for a period of 12 months, with an option to renew annually for a period of two years, based on funding and SFCC Board approval.

Proposal Submission Deadline December 19, 2022

All proposals should be submitted by 2:00 PM CST December 19, 2022.
All submittals should be in electronic format.

Inquiries

All questions should be directed to:

Brad Henderson
Executive Director of Marketing and Communications
State Fair Community College
3201 W. 16th Street
Sedalia, MO 65301
(660) 596-7250
rhenderson9@sfccmo.edu

Christine Brown
Operations Coordinator – Facilities
State Fair Community College
3201 W. 16th Street
Sedalia, MO 65301
(660) 596-7432
Cbrown17@sfccmo.edu

TERMS AND CONDITIONS

1. **CONTRACT** – This contract expresses the complete agreement of the parties, and performance shall be governed solely by the terms and conditions contained herein. Changes, additions or modifications hereto must be in writing and signed by an authorized representative of the State Fair Community College Vice President of Finance and Administration or other authorized personnel.
2. **QUANTITIES** - State Fair Community College assumes no obligation for articles or materials shipped in excess of the quantity ordered unless otherwise agreed to by the parties.
3. **DELIVERY** – If deliveries are not made at the time agreed upon and for the items specified, State Fair Community College reserves the right to cancel the order and purchase the items elsewhere. Seller shall be held accountable for any additional costs incurred as a result thereof.
4. **SUBSTITUTION** – Substitution of awarded items shall not be made without the prior written approval of State Fair Community College.
5. **BACKORDERS** – Backordered items must be identified on the Seller's invoice.
6. **TRANSPORTATION** – F.O.B. Destination: All transportation charges are the responsibility of the Seller. When contract states F.O.B. Shipping Point or Origin, the Seller shall prepay shipping charges and add such charges to the invoice. Merchandise must be accompanied by a packing list showing all items shipped and the State Fair Community College purchase order number. No goods will be accepted C.O.D.
7. **INSPECTION AND ACCEPTANCE** – No materials received by State Fair Community College pursuant to this contract shall be deemed accepted until the College has had reasonable opportunity to inspect said materials. All material which is discovered to be defective or which does not conform to any warranty of the Seller upon initial inspection, may be returned at the Seller's expense for full credit or replacement. Such right to return offered to State Fair Community College arising from the College's receipt of defective goods shall not exclude any other legal, equitable or contractual remedies the College may have therefore.
8. **WARRANTY** – Seller expressly warrants that all materials and work covered by this contract will conform to each and every specification, drawing, sample or other description which is furnished to or adopted by State Fair Community College and that such materials and work are fit and sufficient for the purpose intended, merchantable, of good material and workmanship, and free from defect. Such warranty shall survive delivery and shall not be deemed waived either by the reason of the College's acceptance of said materials and work or by payment therefore.
9. **TERMINATION OF CONTRACT** - State Fair Community College reserves the right to terminate the contract at any time if any of the provisions of the contract are violated by the Contractor (Seller) or by any of his Subcontractors, in the sole judgment and discretion of the College. In the event of such termination, the Contractor (Seller) or by any of his Subcontractors, in the sole judgment and discretion of the College. In the event of such termination, the Contractor (Seller) shall be liable for any excess costs incurred by the College. If the contract is so terminated, the College may purchase, upon such terms and in such manner as the State Fair Community College Vice President of Finance and Administration or other authorized personnel may deem appropriate, materials or services similar to those so terminated and the Contractor (Seller) will be liable for excess costs occasioned thereby.
10. **TAX-EXEMPT** – State Fair Community College, as a public supported educational institution, is exempt from all sales and use taxes. State sales and or use taxes are not to be billed to the College.