

MONTGOMERY COLLEGE • OFFICE OF PROCUREMENT
REQUEST FOR PROPOSAL (RFP) TITLE:
Strategic Marketing and Brand Strategy Development and Implementation
RFP NUMBER: E924-006
CLOSING DATE: November 28, 2023 @ 3:00PM Eastern Standard Time



ADDENDUM #1
Issued: Nov. 16, 2023

PURPOSE OF ADDENDUM:

- To provides answers to all questions received by the November 15, 2023 question submittal deadline.

All other specifications, terms and conditions remain unchanged.

A handwritten signature in black ink, appearing to read 'Patrick Johnson', written over a horizontal line.

Patrick Johnson, MBA
Director of Procurement

Please **sign** below to acknowledge receipt of this Addendum and return with the proposal. If proposal has already been submitted, acknowledgement should be submitted separately. Failure to return this Acknowledgement of Addendum may deem a proposal nonresponsive.

NOTE: All proposals MUST BE RECEIVED **electronically** by 3:00pm Eastern Standard Time (EST) on **November 28, 2023**.

Electronic proposal and addendum or addenda shall be sent to the following email address prior to the submittal deadline date and time: vendor.proposals@montgomerycollege.edu. **No responses will be accepted after this date and time.**

Company Name

Authorized Signature

Date

Printed/Typed Signature

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QUESTIONS & ANSWERS

Question	Montgomery College Answer
What was the reason of the cancellation of the original solicitation regarding this RFP?	The original RFP did not include project understanding and approach, and interviews, as part of the vendor proposal evaluation.
Does the budget listed in the Q&A for the original solicitation still hold true?	Budget information listed in the Q&A section of the new RFP remains the same.
Can you please divulge what your recruitment targets are for the next 1-3 years? Would you like to target any particular geographic groups? We know you are catered to adult learning, but do you have any particular targets for defined age ranges?	Montgomery County residents are the geographic group that we target. The average age of our students is 23.1. Additional details can be viewed here: https://www.montgomerycollege.edu/documents/offices/institutional-research-and-effectiveness/student-enrollments/2023-fall2023-enrollment-trend-analysis.pdf . We have different marketing materials for general prospective students, dual enrollment prospective students, and nontraditional adult students. Recruitment targets include general prospective students, high school students, military/veterans, nontraditional adult students, speakers of other languages, low income individuals, visiting students from other colleges (to take classes during winter and summer break), and many program specific groups (biotechnology etc.)
Are you able to confirm who your incumbent agency is, how many agencies you work with and whether they will be tendering for this opportunity? In addition, it would be good to understand if the successful agency in this tender will be working with any of your existing third parties/agencies.	There is no incumbent.
What are your priority DMAs (ranked if possible)? Are there any specific geographies you've identified as opportunities?	Our priority DMA is Montgomery County, Maryland.
Who would you consider your five main competitors?	Montgomery College considers all other community colleges in Maryland as competitors, along with the University of Maryland.

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<p>Would you like to increase enrollment across departments equally, or are there any programs or majors you'd like to target specifically?</p>	<p>We have some programs that we target specifically based on a variety of reasons. They include biotechnology, cybersecurity, health science, business, computer science, hospitality management, and engineering.</p>
<p>Are there fillable PDFs you can provide for the attachments?</p>	<p>Unfortunately, not.</p>
<p>Do you have a preference for partnering with an in-state agency or will you accept proposals from out of state agencies who are committed to onsite visits as required?</p>	<p>Out-of-state firms welcomed to submit proposals.</p>
<p>In the Statement of Qualifications section of the RFP response (Section 5.2.4), do we need to go in exact order of the bullet points (professional qualifications, demonstrated experience, corporation size) or can we organize our response as we see best fit as long as all bullet points are included within that section?</p>	<p>Proposal must be submitted in the format outlined in the RFP.</p>
<p>Will you accept separate documentation submitted alongside our proposal e.g. attached case studies and creative portfolio? Or should we include case studies in our demonstrated experience section of the technical response?</p>	<p>This information should be included in the demonstrated experience section of your proposal.</p>
<p>Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?</p>	<p>All qualified firms able to meet the requirements contained in the RFP, including onsite meetings, are welcomed to submit a proposal.</p>

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<p>In regards to enrollment data analysis, what are the expectations/delineation of responsibilities for the agency partner vs. Montgomery College staff?</p>	<p>The College’s Office of Institutional Research and Effectiveness will conduct all detailed enrollment data analysis. We will provide all data that is currently available. The agency will need to distill the information when preparing recommendations for this project.</p>
<p>The RFP states that “The College now needs to conduct a marketing and branding strategy refresh.” What is driving the “need” for this new RFP?</p>	<p>MC launched a new brand in 2016 and conducted marketing and brand research in 2019. Based on the years that have passed, we need to conduct the research and see if there are any improvements we should be making.</p>
<p>We are considering a joint bid alongside an agency we have worked with in such a capacity previously to pool our brand expertise. Would such an arrangement be considered by Montgomery College for this project?</p>	<p>Yes.</p>
<p>We assume the clarifications located at the end of this RFP that were originally from the previous, cancelled RFP also apply to this re-issued opportunity. Is that the case?</p>	<p>Yes, that is correct.</p>
<p>Does Montgomery College currently have a contracted vendor providing advertising/media buying services? If so, who is that vendor and when does the current contract end?</p>	<p>Yes, JL Media Group, LLC. Contract expiration: 4/2/2027</p>
<p>Could you provide any more specifics on what aspects of the brand you are considering for the refresh? Are you looking at revising any of the visual elements (like the logo, color scheme), the key messaging mechanisms and communication strategy, or both?</p>	<p>We need to see the results of the marketing and brand research before we can make any final decisions about this, though we are open to making any improvements/updates that are recommended.</p>

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<p>Beyond the broad and diverse audience already catered to by Montgomery College, are there any new target audience segments you are specifically aiming to reach with this refreshed branding and marketing strategy?</p>	<p>No. We need to focus on refining any messages to current target audiences.</p>
<p>What specific key performance indicators or success metrics do you plan to use to measure the effectiveness of the refreshed brand strategy and marketing plan? Are there particular outcomes or goals you have in mind?</p>	<p>The new brand and marketing plan will help reach the goals of the new enrollment management plan - https://info.montgomerycollege.edu/offices/enrollment-management/index.html.</p>
<p>While the RFP mentions no anticipated challenges, from your experience, are there any potential internal or external constraints or obstacles that we should be aware of while developing and implementing the branding and marketing strategy?</p>	<p>No.</p>
<p>How do you envision the new branding strategy integrating with your current marketing and communication systems, including the brand materials and guidelines established in 2016?</p>	<p>We will update all current brand and marketing materials to match new recommendations.</p>
<p>Will joint ventures (e.g., a firm for research and another for branding) be considered if there is a single point of contact for the College from the winning vendor?</p>	<p>Yes.</p>
<p>What are top 3 challenges the College is facing over next 3 years?</p>	<p>MC does not have a general list of challenges to pass along. We can have a more detailed discussion with the winning agency if there are more specific questions related to this.</p>
<p>What is College most proud of?</p>	<p>We are extremely proud of our students and alumni, and are always pleased when we have stories that are in line with our mission, vision,</p>

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	and values - https://www.montgomerycollege.edu/about-mc/mission-values.html
Is the College willing to share the prior research conducted? Or at least a summary?	Yes. We will share all prior research conducted.
How much of the prior research was qualitative vs. quantitative? What worked well and what didn't relative to outcomes?	The prior research was a mix of qualitative and quantitative (online surveys, focus groups, and interviews with key stakeholders). All worked well and we need the same mix for future research.
Is the College looking for an exact replica of the prior research conducted (to track changes over time) or new methodologies to reach the desired audiences?	We need a similar mix of qualitative and quantitative research that was conducted previously (online surveys, focus groups, and interviews with key stakeholders), though we are open to hear about recommendations for improvements.
The Q&A from the prior (cancelled) RFP notes a budget of up to \$1,000,000. What is the budget range relative to this particular RFP? Is it the same?	Yes, budget range is the same.

*******END OF QUESTIONS & ANSWERS*******



Office of Business Services
9221 Corporate Blvd
Rockville, MD 20850

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All proposals MUST BE RECEIVED **electronically** by 3:00pm Eastern Standard Time on **November 28, 2023**.

Prices must remain firm for: **120 DAYS AFTER PROPOSAL CLOSING DATE AND TIME**

Proposal Bond Requirements: NONE

**Performance, Labor and
Material Bond requirements: NONE**

Pre-proposal Conference: NONE

MINORITY VENDORS ARE ENCOURAGED TO RESPOND TO THIS SOLICITATION

Important: Your quotation will be jeopardized if any portion of this inquiry is not complete. No proposal will be accepted after the date and time stated above.

A handwritten signature in black ink, appearing to read 'Patrick Johnson', written over a horizontal line.

Patrick Johnson, MBA
Director of Procurement

NOTE: Prospective Offeror's that have received this document from a source other than the Procurement Office should immediately contact the Procurement Office and provide their name and e-mail address so that any amendments to the Bid/RFP or other communications can be sent to them. Failure to contact the Procurement Office may result in non-receipt of important information.

REGISTRATION OF CORPORATIONS NOT REGISTERED IN THE STATE OF MARYLAND Pursuant to 7-202 et. Seq. of the Corporation and Associations Article of the Annotated Code of Maryland, corporations not incorporated in the State of Maryland shall be registered with the State Department of Assessments and Taxation, 301 West Preston Street, Baltimore, Maryland 21201 before doing any interstate or foreign business in this State. A copy of the registration or application for registration may be requested by the College.

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SECTION 1 – PROPOSAL AND CONTRACT INFORMATION

1.1 Intent

It is the intent of this Request for Proposal to provide Montgomery College with a marketing and branding strategy refresh in accordance with the terms, conditions, and specifications described herein. In the event that a special condition is contradictory to a general condition, the special condition shall prevail.

Montgomery College will hereinafter be referred to as the “College” and “MC.” Respondents to the RFP will be referred to as “Offeror’s” and “Proposers.” The Offeror to whom the contract is awarded will be referred to as the “Contractor.”

1.2 Electronic Proposal Submittal Due Date

All responses to this Request for Proposal must be submitted electronically, in two separate attachments. One attachment shall consist of the Technical Proposal, and the second attachment shall consist of the Price Proposal. Both attachments shall be sent together, in a single email. See **Section 5 Proposal Submission** for complete submission instructions.

Electronic proposal and addendum or addenda, if applicable, shall be sent to the following email address by the submittal deadline date and time: vendor.proposals@montgomerycollege.edu. All responses to this Request for Proposal are due by **3:00 p.m.** Eastern Standard Time (EST), on **November 28, 2023**. **No responses will be accepted after this date and time.** In the event that the College is closed on the RFP closing date, due to an unforeseen circumstance, the RFP will close at the stated time on the next open business day, unless the Offeror is notified otherwise.

The above **electronic** proposal submission requirements supersede the delivery of bids, and bid signature requirements language in Attachment F: General Conditions and Instructions. A submittal consisting of the Proposal, Addendum or Addenda, if applicable and the Price Proposal are required when responding to this Request for Proposal.

1.3 Contact Information

Request for information or technical questions related to this solicitation should be directed to **Patrick Johnson**, at Patrick.johnson@montgomerycollege.edu. The Bidder may not initiate contact with any other College representative about this bid. All inquiries and questions must be submitted in writing via email and received by **3:00 pm, November 15, 2023**. All questions received by the noted deadline will be answered and sent to all proposing firms via issuance of an addendum. No questions will be accepted after this date.

1.4 Addenda

The College will issue an addendum or addenda to all prospective Offeror’s known to have received the document, if it becomes necessary to issue any. Only answers provided via an addendum issued by the Procurement Office will be binding. However, Offeror’s bear sole responsibility for downloading all addenda, if any, for this RFP from the College Procurement website at <http://www.montgomerycollege.edu/procure/> and it is the responsibility of the Offeror to check this site for any addenda before submitting a proposal. Acknowledgement of the receipt of all addenda must accompany the Offeror’s proposal, and all addenda shall become part of the RFP documents. Failure to acknowledge receipt does not relieve the Offeror from complying with all terms of any such addenda.

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SECTION 1 – PROPOSAL AND CONTRACT INFORMATION -continued

1.5 Proposal Validity

Offeror's must hold their proposal prices for 120 days after the award date. In the event that the awarded Contractor is unable to perform the contract, the College reserves the right to re-solicit the contract or to award the contract to the next highest evaluated Offeror.

1.6 General Conditions and Instructions

Offerors shall refer to, understand, and agree to Attachment G, General Conditions and Instructions, of this proposal. The College reserves the right to reject as non-responsive any offer that objects to any of the terms, conditions, or specifications of this RFP.

1.7 Submitted Pricing

All pricing is FOB Destination. Pricing must be submitted on the Price Proposal page (Section 6). The prices offered on the Price Proposal must include all charges, costs, and fees incurred in the delivery of this procurement. No allowance will be made at a later date for additional charges due to the Offeror's omission. Payment discounts, if offered, will be taken when appropriate, but will not be considered in the evaluation for award. The College reserves the right to request additional related services in support of its operations, and fees for those services shall be negotiated accordingly. The College is exempt from State of Maryland sales use tax and federal excise tax, and the College will not pay or reimburse those taxes.

1.9 Subcontractors

The College seeks proposals from Contractors performing all requested services and will enter into an agreement only with the selected Offeror. No portion of the work shall be subcontracted without the prior written consent of the College throughout the terms of the contract, including renewals and extensions. In the event the Contractor desires to subcontract part of the services specified herein, the Contractor shall furnish the company or individual name(s), contact name, mailing and e-mail addresses, qualifications, and experience of the proposed subcontractor(s), as well as a description of the services to be performed by the subcontractor. The primary Contractor shall remain fully liable for the work performed by the subcontractor(s) and shall assure compliance with all requirements of the contract if approved by the College. The College reserves the right to reject any proposed subcontractor in its own best interest.

1.10 Proposal Evaluation

Proposals submitted in response to this solicitation will include evaluation as follows:

1.10.1 Offeror is **responsible** – Offeror demonstrates ability to provide products and/or services that can meet or exceed requirements. The following criteria will be used to determine responsibility:

1.10.1.1 Offeror has the equipment, ability, and experience to perform the work as stated in the specifications listed in this RFP.

1.10.1.2 Offeror is financially stable.

1.10.2 Offeror is **responsive** – Offeror follows RFP submission instructions and provides all requested materials. The following criteria will be used to determine responsiveness:

1.10.2.1 Offeror has favorable references that can confirm its ability to provide the products and/or services as stated in the specifications listed in this RFP.

1.10.2.2 Offeror has provided all documentation and samples requested in the Scope of Work/Specifications.

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1.11 Proposal Rejection

The College reserves the right to reject any or all offers received as a result of this Request for Proposal. Offers may be rejected for any of the following reasons:

- 1.11.1 Failure to meet the mandatory specifications and requirements.
- 1.11.2 Failure to respond in a timely manner to a request for additional information, data, etc.
- 1.11.3 Failure to supply appropriate and favorable client references.
- 1.11.4 Submittal of an incomplete Price Proposal page.
- 1.11.5 Failure to sign the proposal.
- 1.11.6 Failure to return any addenda acknowledgements
- 1.11.7 Submittal of conditional, alternate or multiple proposals.
- 1.11.8 Failure to demonstrate that it is qualified to carry out the obligations of the contract and to implement and support the work specified herein.
- 1.11.9 Failure to provide samples and/or demonstration materials that are representative of the quality level sought by the College.

1.12 Required Submittals

Refer to section 5.

1.13 Failure to Submit

Failure to provide any of the items noted in Section 5 may deem a proposal non-responsive.

1.14 Contract Award

An award of contract will be made in the best interest of the College to the highest ranked responsible, responsive qualified Offeror that can meet or exceed the terms, conditions, specifications, and requirements of this solicitation. Evaluation of Offeror's will be based on Offeror qualifications, competitive pricing, and references. The evaluation for award will be made on the basis of payment to the Contractor in Net 30 Days from the date an acceptable invoice is received by Montgomery College. The College may cancel this Request for Proposal or reject any or all proposals in whole or in part.

1.15 Contract Documents

The Request for Proposal in its entirety, the Offeror's proposal, and the College purchase order will form the contract. Offerors requiring their signed contract or terms and conditions separate and apart from the foregoing must submit such a contract, terms, and conditions with their response. The contract will be examined and evaluated along with the Offeror's proposal. The College reserves the right to reject the Offeror's contract form and terms and conditions.

1.16 Notification of Change in Personnel Assigned to Contract

Awarded contractor must notify Montgomery College of any changes in personnel assigned to contract, that may impact level of services provided by contractor. Notification must be provided throughout life of contract, and within (7) seven business days of a change in personnel assigned to contract. Failure to notify Montgomery College may result in termination of contract.

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1.17 Notification of Change in Financial Condition

Awarded contractor must notify Montgomery College of any change in company's financial condition that could negatively impact the level of services or products provided by contractor. Notification must be provided throughout life of contract, and within (7) seven business days of change in company's financial condition. Failure to notify Montgomery College may result in termination of contract.

1.18 Contract Modification and Amendment

The College retains the unilateral right to require changes in the Scope of Work as long as the changes are within the general scope of work to be performed hereunder. The College, without invalidating the contract documents, may submit a written request to order extra work or to make changes to the agreement by altering, adding to, or deducting from the work, and the contract sum shall reflect such changes. Price adjustments must be accepted, in writing, by Montgomery College before the Contractor performs additional work on the project.

The Contractor cannot accept purchase orders/requests for services or products that are not covered in this contract or make changes to the scope of work unless a price for those services or products has been negotiated with the Procurement Office, and the Contractor has received a signed contract amendment from the Procurement Office.

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1.19 Insurance Requirements

The Contractor shall maintain such insurance as will indemnify and hold harmless the College from Workmen’s Compensation and Public Liability claims for property damage and personal injury, including death, which may arise from the Contractor’s operations under this contract, or by anyone else directly or indirectly employed by him/her. Certificate of insurance is due within seven (7) days of notice of award.

The Contractor shall maintain insurance in force at all times during the term of this agreement, with an insurance carrier approved or licensed to do business in the State of Maryland acceptable to the College, and with the following minimum insurance coverage.

Workers Compensation Insurance covering the Contractor’s employees

As required by Maryland State law with the following minimum limits:

Bodily Injury by Accident	\$100,000 each accident
Bodily Injury by Disease	\$500,000 policy limit
Bodily Injury by Disease	\$100,000 each employee

Commercial General Liability Insurance, excluding automobiles Owned or hired by the Contractor, with limits as follows:

- Bodily Injury and Property Damage: \$300,000 combined single limit of bodily injury and property damage
- Contractual Liability – Premises and Operations
- Independent Contractors

Comprehensive Automobile Liability - Providing bodily injury and property damage coverage for owned vehicles and non-owned vehicles with limits as follow:

Bodily Injury:	\$100,000 each person
	\$300,000 each occurrence
Property Damage:	\$300,000 each occurrence

Additional Insured - Montgomery College shall be named as an additional Insured on all liability policies.

These coverages and limits are to be considered minimum requirements under this Agreement and shall in no way limit the liability or obligations of the Contractor. The insurance shall provide that policy coverage will not be cancelled, altered or materially changed without sixty (60)-calendar days’ notice to the College by registered or certified mail. The insurance shall not be limited to claims made only while the policy is in effect.

The Contractor shall furnish the College with a certificate of insurance as evidence of the required coverage. The Contractor shall provide liability insurance coverage for material and/or equipment stored for the College for which the Contractor has received payment in an amount of that equaling its replacement value. Such insurance shall specifically identify the materials and/or equipment and shall name the College as an additional insured. The Contractor shall provide the College with evidence of such insurance. In the event that the Contractor’s insurance is terminated, the Contractor shall immediately obtain other coverage. Lack of insurance during life of contract shall be grounds for immediate termination of contract.

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SECTION 1 – PROPOSAL AND CONTRACT INFORMATION -continued

1.20 Certificate of Liability Insurance

The Contractor shall furnish the College with a Certificate of Liability Insurance as evidence of the required coverage within seven (7) days of award of the contract. Such insurance shall name the College as an Additional Insured. Policy and Certificates of Insurance shall reference Montgomery College Contract No. E924-006.

1.21 Termination of Insurance

In the event that the Contractor's insurance is terminated, the Contractor shall immediately obtain other coverage. Lack of insurance shall be grounds for immediate termination of the contract.

1.22 Contract Assignment

The Contractor may not assign, transfer, convey, sublet or otherwise dispose of the contract or its rights, title or interest therein or its power to execute such agreement to any other person, company or corporation without the previous consent and approval, in writing, by the College, and consent to such assignment shall not be unreasonably withheld or delayed. Unless otherwise agreed to in writing by the College, the assignee shall bear all costs incurred by the College, directly or indirectly, in connection with or as a result of such an assignment.

1.23 Contract Deadlines and Failure to Deliver

The Contractor is contractually obligated to meet all agreed upon deadlines. Failure of the Contractor to meet any deadline is grounds for termination by default. Additionally, if the Contractor fails to comply with established delivery requirements, the College reserves the right to make an open market purchase of required services and items and to assess, as liquidated damages, the difference between the contract price and the actual cost incurred by the College and to invoice charges to the Contractor.

1.24 Billing

Summary billing for a lump sum amount is not an acceptable format on invoices billed to the College and any invoice presented for payment that lacks itemized billing may be returned. Minimally, invoices must include the College purchase order number. All true and correct invoices must be mailed to Montgomery College, Office of Business Services, Accounts Payable, at 9221 Corporate Blvd, Rockville, Maryland 20850 or e-mailed to accountspayable@montgomerycollege.edu.

1.25 Public Record and Proprietary Information

As a public entity, the College is subject to the disclosure requirements in the Maryland Public Information Act ("MPIA"), Title 4 of the General Provisions Article of the Annotated Code of Maryland. Information that is deemed to be confidential commercial or financial information, as defined by the MPIA, may be exempted from disclosure. Offeror's must clearly identify each part of the Offer that it believes contains confidential commercial or financial information by stamping the top right-hand corner of each pertinent page with large red bold letters stating the words "confidential" or "proprietary". It is not sufficient to preface your proposal with a proprietary statement, or to use a page header or footer that arbitrarily marks some or all pages as confidential. General claims of confidentiality or similar blanket designations shall not be effective. Each Offeror must submit a proprietary and confidential redacted copy of its proposal to be used in responding to MPIA requests.

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Offeror agrees that upon request from the College, it will provide justification as to why any material, in whole or in part, should be considered confidential, proprietary information or trade secrets and provide any justification of why such materials should not be disclosed pursuant to a request under the MPIA. The College, by law must apply the MPIA requirements for public information disclosure deemed proprietary and/or confidential; therefore, even the information marked as such by the Offeror may still require public disclosure. Offeror agrees that any portion of the proposal that is not stamped as proprietary or confidential is not proprietary or confidential and shall be disclosed upon request under the MPIA.

1.26 Confidentiality

The Contractor agrees to maintain in strict confidence Montgomery College’s confidential information as listed herein. The Contractor may use the College’s confidential information solely to perform the services required, as listed herein and may not disclose such information to any person or entity without the expressed written consent of Montgomery College.

The information contained in proposals submitted for the College’s consideration will be held in confidence until all evaluations are concluded and an award has been made. Pricing and other information that is an integral part of the offer cannot be considered confidential after an award has been made. Offeror’s must clearly mark any information considered proprietary and confidential. The College will honor requests for confidentiality for information of a proprietary nature. Pricing may not be deemed confidential.

1.27 Family Educational Rights and Privacy Act

The Family Educational Rights and Privacy Act (**FERPA**) (20 U.S.C. § 1232g; 34 CFR Part 99) is a federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. The successful Contractor will be responsible for the protection of student information as it relates to this law. In the event the Contractor is unable to continue operation of the services required, for whatever reason, the College requires that the Contractor provide on appropriate media all data and information proprietary to Montgomery College. This information must not be made available to any third parties without the expressed written consent of Montgomery College.

1.28 Tobacco and E-Cigarette Policy

Montgomery College is a tobacco-free institution. The use of tobacco and e-cigarette products is prohibited in all indoor and outdoor College-owned property and facilities, including all buildings and building entrances; walkways; recreational and athletic areas; parking lots; bus stops/shelters; College owned or leased vehicles; and facilities leased and controlled by the College as well as at meetings or conferences sponsored by the College, regardless of the location. This use prohibition extends to the Contractor’s employees, agents, subcontractors, and Contractors.

1.29 Advertising

The Contractor shall not publish or use any information about the contract in any format or media for advertising or publicity without prior written consent from the College. No indication of purchase or use of goods or services by Montgomery College shall be used in Contractor’s product literature or advertising without the prior written consent of the College.

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SECTION 1 – PROPOSAL AND CONTRACT INFORMATION -continued

1.30 Ownership of Documents and Information

All files, disks, photographs, etc., which are prepared by the successful Contractor and form a part of its services, are the property of Montgomery College and shall be returned to the College upon completion of the job or upon termination of this contract. The successful Contractor is responsible for the protection and/or replacement of any original documents in its possession. All original documents must be returned to the College upon completion of the contract. All editorial materials, including but not limited to original copy, artwork, disks, photographs, proofs, corrected proofs, or CDs, etc. are the property of the College and must be returned following the completion of the contract. Original artwork, photographs, and copy may not be altered by the Contractor without the written approval of the College.

In the event the Contractor is unable to continue operation of the services required, for whatever reason, the College requires that the Contractor provide on appropriate media all data and information proprietary to Montgomery College. This information must not be made available to any third parties without the expressed written consent of Montgomery College.

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SECTION 2 – BACKGROUND AND SCOPE OF SERVICES

2.1 Background

Montgomery College is Maryland's second oldest community college. The College serves roughly 47,000 students each year, through credit and noncredit programs, at nonresidential campuses located in Germantown, Rockville, and Takoma Park/Silver Spring and at off-campus sites throughout Montgomery County. The College offers more than 200 degree and certificate programs for students seeking associate's degrees, transfer opportunities to a four-year college or university, entrance into the work force or an upgrading of career skills. To support students' academic and professional goals, the College employs more than 3,100 faculty, administrators, and staff.

In July of 2016, Montgomery College launched an updated brand strategy, which included a new logo, new tagline (Make Your Move), brand style guide, and new website and advertising. The updated brand messaging and marketing emphasizes the College's dedication to student academic success, especially for achieving career goals. The College's overarching brand platform has three primary elements: educational excellence, social justice, and community impact. In 2019, a brand research study was conducted to gain new insights into MC's branding, and as a result, marketing materials were updated. The College now needs to conduct a marketing and branding strategy refresh.

2.2 Scope of Services

The scope of services associated with this project include the following:

- Market research
- Brand story development
- Brand identity/brand architecture
- Training and adoption of new/refreshed brand story across campus footprint
- Target audience identification and profile development
- Ongoing advice and counsel
- Comprehensive strategic marketing plan development tied to enrollment targets
- Strategic marketing plan implementation
- Enrollment data analysis, review, and presentation

The project will include three phases. Each phase will have its own deliverables and will be a one-time cost. It is likely that ongoing strategic partner support and counsel will be requested as part of the new marketing and branding strategy.

- **Phase 1:** Market research, brand identity, brand story development, brand architecture, target audience identification
- **Phase 2:** Comprehensive strategic marketing plan development, training and adoption of new/refreshed brand story across campus footprint, ongoing advice and counsel
- **Phase 3:** Strategic marketing plan implementation, ongoing advice and counsel, development of brand story/brand architecture for Workforce Development and Continuing Education (WDCE), enrollment data analysis, review, and presentation

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SECTION 2 – BACKGROUND AND SCOPE OF SERVICES -continued

2.2.1 Phase 1 Deliverables:

- Awarded contractor will engage with Montgomery College leadership, including onsite meetings as needed, to refine understanding of project.
- Awarded contractor will conduct the research study (which includes obtaining qualitative and quantitative data through surveys and focus groups with current students, alumni, employees, county residents, government officials), produce a draft report for review and a final report/presentation based on that review.
- Awarded contractor will provide a methodology report and technical documentation.
- Awarded contractor will provide raw data collected in the project.
- Based on the research findings, awarded contractor will prepare an updated brand style guide, including a report/presentation with brand story development, brand architecture, and target audience identification.
- Awarded contractor will provide up to five oral presentations to Montgomery College stakeholders.

2.2.2 Phase 2 Deliverables:

- Awarded contractor will engage with Montgomery College leadership, including onsite meetings as needed, to refine understanding of project.
- Awarded contractor will prepare a strategic marketing plan for the College.
- Awarded contractor will provide training for Montgomery College employees to adopt the new brand strategy.
- Awarded contractor will provide ongoing counsel and advice regarding new brand strategy and strategic marketing plan implementation.
- Awarded contractor will provide up to five oral presentations to Montgomery College stakeholders.

2.2.3 Phase 3 Deliverables:

- Awarded contractor will engage with Montgomery College leadership, including onsite meetings as needed, to refine understanding of project.
- Awarded contractor will help implement the strategic marketing plan.
- Awarded contractor will develop a brand story/brand architecture for WDCE.
- Awarded contractor will provide ongoing counsel and advice regarding new brand strategy and strategic marketing plan implementation.
- Awarded contractor will provide ongoing enrollment data analysis, review, and presentation.
- Awarded contractor will provide up to five oral presentations to Montgomery College stakeholders.

2.3 Accessibility/Data Protection

Any tools leveraged in the data collection, as well as any deliverables and recommendations, including visual designs, strategies, etc. must be designed to be compliant with all accessibility requirements, as well as confidentiality of any data collected or discussed.

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SECTION 3 – QUALIFICATIONS AND EXPERIENCE REQUIREMENTS

3.1 Mandatory Requirements

- In business for a minimum of five years.
- Registered to do business in Maryland at time of proposal submittal.

3.2 Mandatory Experience Requirements

- Experience conducting brand refresh projects for large-scale institutions.
- Experience working in higher education
- Minimum of five years of documented successful past experience conducting market research, brand development, and strategic marketing plan implementation for higher education institutions, nonprofit organizations, and/or businesses.
- Ability to provide at least three references from past or present organizations/institutions who can speak on behalf of bidder's experience, knowledge, and expertise. Offeror's submitted references must include at least (1) one higher education institution (university or college).
- Offeror's submitted references must include at least (1) one higher education institution (university or college) that have utilized company's services in the past 3 years.

3.2 Preferred Experience Requirements

- Experience providing services listed herein, to community colleges.

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SECTION 4 – PROPOSAL EVALUATION AND AWARD

4.1 Proposal Evaluation

4.1.1 Evaluation Process

All proposals submitted will first be examined for responsiveness and completeness by the College evaluation team. Those proposals which do not clearly respond to the proposal submission requirements may be rejected at the discretion of the College. Those proposals not rejected will be evaluated to determine which offer best meets the requirements in the RFP and is in the best interest of the College. Proposal information will be evaluated and scored by the College, and its decision will be final.

4.1.2 Evaluation Criteria

Offerors will be evaluated on the following criteria categories:

Evaluation Criteria	Maximum Available Points
Statement of Qualifications	40
Demonstrated Experience	40
Project Approach	20
Interview/Oral Presentation	15
References	10
Price Proposal	25
Total Maximum Available Points:	150

The maximum available proposal score is 150 points. REMINDER: An award of contract will be made in the best interest of the College, to the highest evaluated and most responsible, responsive Offeror that can meet or exceed the requirements, terms, and conditions of this solicitation.

4.1.2 Oral Presentation/Interview

Following the initial scoring by the evaluation committee, proposing firms receiving the top three (3) highest technical scores inclusive of Statement of Qualifications, Demonstrated Experience, and Project Approach only, where that maximum number of available points is 100, will be invited to give an oral presentation of their proposed offering and capabilities, and participate in an interview, as part of the evaluation process.

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SECTION 5 – PROPOSAL SUBMISSION

5.1 Proposal Organization

The proposal shall be organized using the following outline; responses to each requirement will be in order and clearly marked with the section number to which they respond. All responses must comply with the sequence and items as presented in Paragraph 5.2, RFP Outline, which lists the minimum requirements and packaging for the preparation and presentation of a response. Failure to comply may result in rejection of the response. The proposal should be specific and complete in every detail, prepared in a simple and straightforward manner, and provide sufficient detail to allow College evaluators a comprehensive and clear understanding of the Offeror's capabilities. Offerors are expected to examine the entire Request for Proposal, including all specifications and instructions, failure to do so will be at the Offeror's risk. Each Proposer must furnish the information as required by the RFP.

5.2 Required Proposal Submittals

A submittal consisting of the Technical Proposal and the Price Proposal is required when responding to this Request for Proposal.

5.2.1 Technical Proposal

This section must contain a detailed description of the services offered by the Offeror in response to this RFP. The information submitted by the Offeror must provide sufficient detail to allow College evaluators to gain a comprehensive and clear understanding of the Offeror's capabilities.

5.2.2 Include in Technical Proposal the following:

- Transmittal Letter
- Statement of Qualifications
- Project Understanding and Approach
- Completed Reference form (Attachment A)
- Requirements Checklist (Attachment B)
- Conflict of Interest Statement (Attachment C)
- Non-Debarment Acknowledgement (Attachment D)
- Completed Contractor Information Form (Attachment E)
- Subcontractor Listing (if applicable)
- Acknowledgement of Receipt of Addenda (if applicable)

Offeror's Proposal shall be organized in the following manner:

5.2.3 Transmittal Letter

The transmittal letter must be prepared on the Offeror's business stationery. The letter must introduce the company and give a brief history of the organization and the contact person responsible for the project. The letter should summarize the key points of the proposal; must indicate the Offeror's understanding of the College's requirements; and demonstrate the Offeror's ability to provide the requested services. An individual authorized to represent the Offeror for this RFP must sign the letter.

5.2.4 Statement of Qualifications

This contract requires specialized services. Offeror's statement of qualifications must address the following:

- Professional qualifications and technical competence of the firm, subcontractors, and staff proposed for the performance of the required services.

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SECTION 5 – PROPOSAL SUBMISSION-continued

- Previous demonstrated experience
- Offeror’s corporation/organization size, web presence, length of time the organization has been providing the required services listed herein, and key business relationships.

5.2.4 Project Understanding and Approach

Offeror shall communicate in writing, a clear understanding of the background and requirements of the scope of services contained herein. Demonstrate the tasks that must be accomplished to complete the project, and a narrative description of the plan to execute them. Project approach and timeline shall be outlined in detail.

5.2.5 References

The Offeror must submit three (3) references from current or former customers within the past three (3) years that are capable of confirming the Offeror’s experience in providing the same or similar level of services. Offeror’s submitted references must include at least (1) one higher education institution (university or college) that have utilized company’s services in the past 3 years.

Cited references must be able to confirm, without reservation, the Offeror’s ability to provide these services in accordance with the requirements in this RFP. The College reserves the right to reject a proposal based on an unsatisfactory reference; to request additional references or contact any site using the Offeror’s services; and to require a site visit to one or more of the Offeror’s reference locations.

5.2.6 Requirements Checklist

Each bidder must meet the requirements as listed in Attachment B. Enter Yes or No next to each requirement. A **Yes** confirms that your company meets this requirement. A **No** confirms that your company does not meet this requirement. This checklist must be submitted with proposal.

5.2.7 Subcontractors

Each Offeror must list the subcontractors to be used in the performance of this contract. The College reserves the right to approve or disapprove any subcontractor who will be performing work related to this project.

5.2.8 Price Proposal

The price(s) offered on the Price Proposal must include all charges and costs including travel and other reimbursable costs incurred in the delivery of this procurement.

The Price Proposal must be completed in full, signed, and dated. Offers must submit the pricing of all line items to be considered for award; failure to do so will deem an Offer non-responsive.

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SECTION 6 – PRICE PROPOSAL

The prices offered on the Price Proposal must include all charges, costs, and fees incurred in the delivery of this procurement. No allowance will be made at a later date for additional charges due to the Offeror’s omission.

Group A:

Line Item	Description	Total Price
01	All deliverables contained Phase I	\$
02	All deliverables contained Phase II	\$
03	All deliverables contained Phase III	\$
GRAND TOTAL:		\$

OPTION ITEM

Description	Hourly Rate**
Post deliverable support, if needed. Support would not commence until all deliverables have been completed.	\$ _____/HR

**If multiple labor categories exist, please provide hourly rates for each category, under separate cover.

Montgomery College is tax exempt. Certification provided upon request.

By signing below, your firm agrees to provide said goods and/or services as specified and that those goods and/or services shall be provided or performed in accordance with the bid specifications, stipulations and terms and conditions specified and that your firm has read and agrees to the College terms, conditions, stipulations, and specifications and any College approved or authorized exceptions and that your firm will adhere to said terms and conditions in any contract resulting.

 Company Name Name

 Title Authorized Signature and Date

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ATTACHMENT A - REFERENCES

REFERENCE 1	
Company Name	
Street Address	
City, State, Zip Code	
Contact Person/E-mail	
Title	
Telephone Number	
Service Dates	

REFERENCE 2	
Company Name	
Street Address	
City, State, Zip Code	
Contact Person/E-mail	
Title	
Telephone Number	
Service Dates	

REFERENCE 3	
Company Name	
Street Address	
City, State, Zip Code	
Contact Person/E-mail	
Title	
Telephone Number	
Service Dates	

Please note: References listed must be able to confirm the Offeror’s ability to provide the services requested in this RFP.

References submitted by: _____
Company Name

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ATTACHMENT B – REQUIREMENTS CHECKLIST

Instructions to Bidders: Each bidder must meet the requirements as listed below. Enter Yes or No next to each requirement. A **Yes** confirms that your company does meet this requirement. A **No** confirms that your company does not meet this requirement. This checklist must be submitted with proposal.

REQUIREMENTS:	YES OR NO
In business for a minimum of five years	<input type="checkbox"/> Yes <input type="checkbox"/> No
Registered to do business in the state of Maryland at <u>time of proposal</u> submittal.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Minimum of five years of documented successful past experience conducting market research, brand development, and strategic marketing plan implementation for higher education institutions, nonprofit organizations, and/or businesses.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Experience conducting brand refresh projects for large-scale institutions.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Offeror's submitted references must include at least (1) one higher education institution (university or college) that have utilized company's services in the past 3 years.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Ability to provide at least three references from past or present organizations/institutions who can speak on behalf of bidder's experience, knowledge, and expertise. Offeror's submitted references must include at least (1) one higher education institution (university or college).	<input type="checkbox"/> Yes <input type="checkbox"/> No

Company Name:	
Printed Name:	
Title:	
Signature:	
Date:	

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ATTACHMENT C – CONFLICT OF INTEREST STATEMENT

The undersigned hereby affirms and attests that to the best of its knowledge, no Montgomery College trustee or employee, or spouse, parent, child, brother, sister of the trustee or employee, own assets in this business, and of this date, are NOT employed by Montgomery College. Conflict of Interest Statement must also be submitted within seven (7) days prior to the start of each contract renewal term.

Company Name:	
Printed Name:	
Title:	
Signature:	
Date:	

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ATTACHMENT D – NON-DEBARMENT ACKNOWLEDGEMENT

NON-DEBARMENT ACKNOWLEDGEMENT

_____ I acknowledge that my firm has NO pending litigation and/or debarment from doing business with the State of Maryland or any of its subordinate government units and/or federal government within the past five (5) years.

_____ I acknowledge that my firm has pending litigation or has been debarred from doing business with the State of Maryland or any of its subordinate government units and/or federal government, within the past five (5) years. If so, please provide an attachment describing the pending litigation or debarment.

_____ I acknowledge none of this company's officers, directors, partners, or its employees have been convicted of bribery, attempted bribery, or conspiracy to bribe under the laws of any state or federal government; and that no member of the Montgomery College Board of Trustees or any employees of the College has any interest in the bidding company except as follows:

As the duly authorized representative of the Offeror, I hereby certify that the above information is correct and that I will advise Montgomery College should there be a change in status.

By (Signature) _____

Name and Title _____

Witness Name and Title _____

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ATTACHMENT E – CONTRACTOR INFORMATION FORM

C.1 I/We offer the terms, delivery and pricing for the requested products/services, and certify that I am a bona fide agent, authorized to make offers on behalf of the firm.

C.2 Minority Contractor: Yes No

If yes, please specify minority classification

C.3 Price adjustment (is is not) necessary for other public agencies as listed.

C.4 Please list any exceptions taken to any terms and conditions listed in the RFP. Please note any exceptions taken may affect the award of a contract or purchase order.

C.5 I/We certify that our firm is not currently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this solicitation by any County, State, or Federal agency. I/We agree to notify Montgomery College should a change in this status occur.

Yes No

C.6 Please provide the following information:

Print clearly

Company Name		Years in Business	
Federal Tax Number		Dun & Bradstreet Number	
Street Address		City, State, Zip Code	
Telephone Number		Fax Number	
Contact Person		Title	
Cell Number		E-Mail Address	

Company Name Name

Title Authorized Signature and Date

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ATTACHMENT F – NO PROPOSAL RESPONSE FORM

Please be advised that our company does not wish to submit a proposal in response to the above-captioned RFP for the following reason(s):

Too busy at this time

Not engaged in this type of work

Project is too large or small

Cannot meet mandatory specifications (Please specify below)

Other (Please specify)

Company Name Name

Street Address Authorized Signature and Date

City, State, Zip Code Title

Please return to:	Montgomery College Office of Business Services 9221 Corporate Blvd Rockville, Maryland 20850
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ATTACHMENT G – GENERAL CONDITIONS AND INSTRUCTIONS

ACCEPTANCE TRIAL PERIOD OF PERFORMANCE The selected Contractor(s) must agree to an acceptance trial period of performance not to exceed ninety (90) consecutive calendar days. During the 90-day acceptance period, the Contractor's performance must be consistent with the specifications contained herein and the Contractor's bid. Failure to satisfy the "acceptance trial period of performance" may result in cancellation of the contract. In the event that the Contractor fails to meet all requirements, the College shall declare the Contractor's services unacceptable and the Contractor in default, and terminate all agreements, written or verbal, without penalty or obligation to the College. Further, should there be any dispute/discrepancy on acceptability of said service, decisions made by the College will prevail and be final.

ADDENDA The College reserves the right to amend or add to this bid at any time prior to the bid due date. If it becomes necessary to change or add to any part of this bid, the Procurement Officer will furnish an addendum to all prospective Offerors listed as having received a copy of this bid. All addenda will be identified as such and will be sent by mail, email, or fax transmittal.

ADDITIONAL ORDERS Unless it is specifically stated to the contrary in the bid response, the College reserves the option to place additional orders against a contract awarded as a result of this solicitation at the same terms and conditions, if it is mutually agreeable.

ASSURANCE OF NON-CONVICTION OF BRIBERY The Offeror hereby declares and affirms that, to its best knowledge, none of its officers, directors or partners and none of its employees directly involved in obtaining contracts has been convicted of bribery, attempted bribery or conspiracy to bribe under the laws of any state or the Federal government.

AUDIT Offeror shall permit audit and fiscal and programmatic monitoring of the work performed under any contract issued from this solicitation. The College shall have access to and the right to examine and/or audit any records, books, documents and papers of Offeror and any subcontractor involving transactions related to this agreement during the term of this agreement and for a period of three (3) years after final payment under this agreement.

AWARD CONSIDERATIONS Awards of this bid will be made to the lowest responsible Offeror conforming to specifications with consideration being given to quantities involved, time required for delivery, purpose for which required, responsibility of Offeror and its ability to perform satisfactorily with consideration to any previous performance for Montgomery College. A bid may be awarded at the sole discretion of the College in the best interest of the College. Prompt payment discounts will not be considered in bid evaluation. All discounts other than prompt payment are to be included in bid price.

BEHAVIOR OF CONTRACTOR EMPLOYEES The College is committed to providing a work and study environment that is free from discrimination and harassment on the basis of race, color, religious creed, ancestry, national origin, age, sex, marital status, handicap, pregnancy, or status as a disabled veteran or veteran of the Vietnam era. Behavior contrary to this philosophy, which has the purpose or effect of creating an intimidating, hostile, or offensive environment, will not be tolerated by the College, and it is the Contractor's responsibility to ensure that such behavior by its employees, agents, and subcontractors does not occur. The policy extends to maintaining an environment free from sexual harassment. Therefore, sexual advances or sexual remarks, requests for sexual favors, and other verbal or physical conduct of a sexual nature must not be condoned or permitted by the Contractor. This prohibition extends to such harassment within the employment context as well as harassment of students, staff, and visitors to the College. It should be assumed that all sexual behavior by the Contractor's employees, agents, and subcontractors on any campus or facility of the College, whether owned, operated, maintained or leased by the College, is improper and unwelcome.

BID AND PERFORMANCE SECURITY If bid security is required, a bid bond or cashier's check in the amount indicated on the bid cover must accompany each bid and be made payable to Montgomery College. Corporate or certified checks are not acceptable. Bonds must be in a form satisfactory to the College and underwritten by a company licensed to issue bonds in the State of Maryland. If bid security fails to accompany the bid, it shall be deemed unresponsive, unless the Director of Procurement deems the failure to be non-substantial. Such bid bonds or checks will be returned to all except the three (3) lowest Offeror's within five (5) days after the opening of bids, and the remaining checks or bid bonds will be returned to all but successful Offeror(s) within forty-eight (48) hours after award of contract. If a performance bond is required, the successful Offeror must submit an acceptable performance bond in the designated amount of the bid award, prior to award of contract. All bid bonds will be returned to the successful Offeror(s) within forty-eight (48) hours after receipt of the performance bond.

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ATTACHMENT G – GENERAL CONDITIONS AND INSTRUCTIONS - continued

BIDDING INSTRUMENTS Bidding instruments include the bid, addenda, general terms and conditions, contract terms, and specifications. Bids should be prepared simply and economically, and should provide a straightforward, concise description of the Offeror's capabilities to satisfy the requirements of the bid. Emphasis should be on completeness and clarity of content. The Offeror will bear any and all costs incurred in the preparation and submission of bids.

BRAND NAMES Brand name materials used in these specifications are known and acceptable. Bids including proposals to use alternate brands are invited as long as they are of equal type and equal or better quality. The burden of proof that alternate brands are in fact equal or better falls on the Offeror, and proof must be to the College's satisfaction.

CARE OF PREMISES Precautions taken for safety and protection shall be in accordance with the mandatory requirements of the safety codes prevailing within the jurisdiction in which the work is to be performed. During the performance of the contract, the Contractor shall take the necessary precautions to protect all areas upon which or adjacent to which work is performed as a part of this contract. Any damage caused as a result of Contractor's neglect, directly or indirectly, shall be repaired to the College's satisfaction at the Contractor's expense.

CANCELLATION Montgomery College reserves the right to cancel this bid solicitation or to reject all bids received, if the College's Director of Procurement, in accordance with procedures approved by the College's President, determines that it is fiscally advantageous or in the best interest of the College to cancel the bid.

COMPLIANCE WITH LAWS Offeror agrees to comply, at no additional expense, with all applicable Executive orders, Federal, State, bi-county, regional and local laws, ordinances, rules and regulations in effect as of the date of this agreement and as they may be amended from time to time, including but not limited to the equal employment opportunity clause set forth in 41 CFR 60-250.4.

CONFLICT OF INTEREST No employee of the College or of the State of Maryland, or any department, commission, agency or branch thereof whose duties as employees include matters relating to or affecting the subject matter of this bid shall, while an employee, become or be an employee of the party or parties contracting with the College, the State of Maryland, or any department, commission, agency or branch thereof.

CONTINGENT FEES Offeror hereby declares and affirms that neither it nor any of its representatives has employed or retained any person, partnership, corporation, or other entity, other than a bona fide employee or agent working for the Offeror, to solicit or secure a contract, and that it has not paid or agreed to pay any person, partnership, corporation, or other entity, other than a bona fide employee or agent, any fee or any other consideration contingent on the making of a contract as a result of this solicitation.

CONTRACT AMENDMENTS The College, without invalidating the contract documents, may submit a written request to order extra work or to make changes to the agreement by altering, adding to, or deducting from the work, and the contract sum shall reflect such changes. Price adjustments must be accepted, in writing, by Montgomery College before the supplier performs additional work on the project. The Contractor cannot accept purchase requests for products or services that are not covered in this contract or make changes to the scope of work unless a price for those products or services has been negotiated with the College, and the Contractor has received a signed contract amendment from the Procurement Office.

CONTRACT DEADLINES The Contractor is contractually obligated to meet all agreed upon deadlines. Failure of the Contractor to meet any deadline is grounds for termination by default. If the Contractor defaults, the College reserves the right to assess liquidated damages and/or make an open market purchase.

CONTRACT DOCUMENTS Unless otherwise noted, the general conditions of this bid, the Contractor's bid, and the signed purchase order form the contract. Contractors requiring a signed contract form separate and apart from the foregoing are to submit the contract with their bid. The Contractor's contract form will be examined and evaluated along with the Contractor's bid and, at the College's option, may be utilized as the contract.

CONTRACTOR IDENTIFICATION Contractor's employees are required to wear identification badges and/or carry picture identification when they are on College grounds.

CONTRACT TERMINATION The contract may be terminated for any of the following reasons:

- Failure of the Contractor to meet the mandatory requirements as described in this bid.
- Failure of the Contractor to meet required deadlines.
- Failure of the Contractor to resolve problems in a timely manner.
- Lack of College funding.

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ATTACHMENT G – GENERAL CONDITIONS AND INSTRUCTIONS - continued

CONTRACTORS This bid invitation is extended to individuals or firms as primary Contractors, and the Contractor will execute the work specified with bona fide employees. The Contractor is responsible for ensuring that the supervisor, lead worker, and subcontractors can communicate in English. Subcontractors cannot assume the primary award of this contract on behalf of the primary Contractor nor can the awarded Contractor be relieved of its obligation or responsibility to this contract. The College reserves the right to reject any subcontractor.

DELIVERY AND PACKING All prices quoted must include delivery. All goods delivered under this contract shall be packed in accordance with accepted trade practices. No charges may be made over and above the bid price for packaging, or for deposits or containers unless specified in the bid. No charge will be allowed for cartage unless by prior written agreement. Complete deliveries must be made by the successful Offeror to the designated location as indicated on the Montgomery College purchase order. A packing slip shall be included in each shipment. All deliveries must be prepaid and must be delivered to each location designated on purchase order at no additional cost. DELIVERIES MUST BE MADE TO THE SPECIFIED LOCATION. NO COLLECT SHIPMENTS OR SIDEWALK DELIVERIES WILL BE ACCEPTED.

DELIVERY OF BIDS Sealed bids must be received in the Procurement Office by the date and time specified in the bid in order to be considered. NO LATE BIDS OR PROPOSALS WILL BE ACCEPTED. Late bids will be returned to the Offeror unopened. Bids submitted by mail must be addressed to the Procurement Office, Montgomery College, 9221 Corporate Blvd, Rockville, Maryland 20850, and clearly marked to indicate the bid number, title and opening/closing date. Hand delivered bids will be accepted only at the Procurement Office, Montgomery College, 9221 Corporate Blvd, Rockville, Maryland 20850.

ERRORS IN BIDS Offerors are assumed to be informed regarding conditions, requirements, and specifications prior to submitting bids. Failure to do so will be at the Offeror's risk. Bids already submitted may be withdrawn without penalty prior to bid opening. Errors discovered after bid opening may not be corrected. In the case of an error in price extension, the unit price will govern. The intention of the Offeror must be evident on the face of the bid.

FAILURE TO DELIVER If the Contractor fails to comply with any established delivery requirements, the College reserves the right to make an open market purchase of required items and to assess, as liquidated damages, the difference between the contract price and the actual cost incurred by the College and to invoice charges to the Contractor.

INDEMNIFICATION The Contractor shall be responsible for any loss, personal injury, expense, death and/or any other damage which may occur by reason of Contractor's acts, negligence, willfulness or failure to perform any of its obligations under this agreement. Any acts, negligence, willfulness or failure to perform any of the Contractor's obligations under this agreement, on the part of any agent, director, partner, servant or employee of Contractor are deemed to be the Contractor's acts. Contractor agrees to indemnify and hold harmless the College and its trustees, employees, agents and students from any claim, damage, liability, injury, expense, and/or loss, including defense costs and attorney's fees, arising directly or indirectly out of Contractor's performance under this agreement.

Accordingly, the College shall notify Contractor promptly in writing of any claim or action brought against the College in connection with this agreement. Upon such notification, Contractor shall promptly take over and defend any such claim or action. The College shall have the right and option to be represented in any such claim or action at its own expense. This indemnification provision shall survive the termination and/or completion of this agreement.

HAZARDOUS AND TOXIC SUBSTANCES Offeror must comply with all applicable Federal, State, County and bi-county laws, ordinances and regulations relating to hazardous and toxic substances, including such laws, ordinances and regulations pertaining to access to information about hazardous and toxic substances, and as amended from time to time. Offeror shall provide the College with a "Safety Data Sheet" or in the case of a controlled hazardous waste substance, a hazardous waste manifest for all hazardous chemicals listed or subsequently added to the Chemical Information List in compliance with applicable laws, ordinances and regulations.

INSPECTION OF PREMISES If a site visit is recommended or required, each Offeror is responsible for visiting the site(s) prior to submitting a bid in order to observe the existing conditions affecting the work, and to obtain precise dimensions of the area(s) involved. No allowance will be made to the successful Offeror at a later date for additional work required because of his or her failure to visit the site and/or to obtain the exact dimensions. Discrepancies, if any, must be reported to the College.

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INSURANCE If a contract results from this bid, the Contractor shall maintain such insurance as will indemnify and hold harmless the College from Workmen’s Compensation and Public Liability claims for property damage and personal injury, including death, which may arise from the Contractor’s operations under this contract, or by anyone directly or indirectly employed by contractor.

MARYLAND PUBLIC INFORMATION ACT Offeror recognizes that the College is subject to the Maryland Public Information Act, Title 4 of the General Provisions Article of the Annotated Code of Maryland. Offeror agrees that it will provide any justification as to why any material, in whole or in part, is deemed to be confidential, proprietary information or trade secrets and provide any justification of why such materials should not be disclosed pursuant to the Maryland Public Information Act.

MINORITY PARTICIPATION Pursuant to Section 16-311(f) of the Education Article and Board Resolution #87-83, adopted on July 20, 1987, it is the policy of Montgomery College to encourage the participation of responsible certified minority business enterprises to provide goods and services for the performance of College projects. “Minority business enterprise” has the meaning stated in Section 14-301 of the State Finance and Procurement Article and means a legal entity, except a joint venture, that is: (1) organized to engage in commercial transactions; (2) at least 51% owned and controlled by one or more individuals who are socially and economically disadvantaged; and (3) managed by, and the daily business operations of which are controlled by, one or more of the socially and economically disadvantaged individuals who own it. A “socially and economically disadvantaged individual” means a citizen or lawfully admitted permanent resident of the United States who is in any of the following minority groups: African American, American Indian/Native American, Asian, Hispanic, physically or mentally disabled, women, or a group (e.g., LGBTQIA+) otherwise found by the certification agency to be a socially and economically disadvantaged individual.

NON-ASSIGNMENT AND SUBCONTRACTING Offeror shall not assign any contract or any rights or obligations hereunder without obtaining prior written consent of the College. No contract shall be made by Offeror with any other party for furnishing the services to be performed under a contract issued from this solicitation without the written approval of the College. These provisions will not be taken as requiring the approval of the contract of employment between Offeror and its personnel.

NON-COLLUSION Offeror certifies that it has neither agreed, conspired, connived, or colluded to produce a deceptive show of competition in the compilation of the bid or offer being submitted herewith; Offeror also certifies that it has not in any manner, directly or indirectly, entered into any agreement, participated in any collusion to fix the bid price or price proposal of the Offeror herein or any competitor, or otherwise taken any action in restraint of free competitive bidding in connection with the contract for which the bid or offer is submitted.

NON-DISCRIMINATION Offeror assures the College that, in accordance with applicable law, it does not, and agrees that it will not discriminate in any manner on the basis of sex, race, age, color, creed, national origin, religious belief, handicap, marital status, or status as a disabled veteran or veteran of the Vietnam era. Offeror further agrees to post in conspicuous places notices setting forth the provisions of the nondiscrimination clause and to take affirmative action to implement the provisions of this section. Offeror further assures the College that, in accordance with the Immigration Reform and Control Act of 1986, it does not and will not discriminate against an individual with respect to hiring, or recruitment or referral for a fee, of the individual for employment or the discharging of the individual from employment because of such individual’s national origin or in the case of a citizen or intending citizen, because of such individual’s citizenship status.

NON-DISCRIMINATION POLICY The College is committed to providing a work and study environment that is free from discrimination and harassment on the basis of race, color, religious creed, ancestry, national origin, age, sex, marital status, handicap, pregnancy or status as a disabled veteran or veteran of the Vietnam era. Behavior contrary to this philosophy, which has the purpose or effect of creating an intimidating, hostile, or offensive environment, will not be tolerated by the College, and it is the Contractor’s responsibility to ensure that behavior by its employees, agents, and subcontractors does not occur. This policy extends to maintaining an environment free from sexual harassment. Therefore, sexual advances or sexual remarks, requests for sexual favors, and other verbal or physical conduct of a sexual nature must not be condoned or permitted by the Contractor. This prohibition extends to harassment within the employment context as well as harassment of students, staff and visitors to the College. It should be assumed that all sexual behavior by the Contractor’s employees, agents and subcontractors on any campus or facility of the College, whether owned, operated, maintained or leased by the College, is improper and unwelcome. Contractor will also ensure that all technicians who work with College users exhibit a high degree of professionalism in their dealings with those users.

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NON-VISUAL ACCESS The Offeror or offeror warrants that the information technology offered under this bid or proposal (1) provides equivalent access for effective use by both visual and nonvisual means; (2) will present information, including prompts used for interactive communications, in formats intended for both visual and nonvisual use; (3) if intended for use in a network, can be integrated into networks for obtaining, retrieving, and disseminating information used by individuals who are not blind or visually impaired; and (4) is available, whenever possible, without modification for compatibility with software and hardware for nonvisual access. The Offeror or offeror further warrants that the cost, if any, of modifying the information technology for compatibility with software and hardware used for nonvisual access will not increase the cost of the information technology by more than 5 percent. For purposes of the regulation, the phrase “equivalent access” means the ability to receive, use, and manipulate information and operate controls necessary to access and use information technology by nonvisual means. Examples of equivalent access include keyboard controls used for input and synthesized speech, Braille, or other audible or tactile means used for output.”

NOTICE TO CURE The College reserves the right to cancel the contract if the Contractor’s performance is unsatisfactory to the College. It is understood, however, that if at any time during the term of the contract, performance is deemed to be unsatisfactory, the College shall so notify the Contractor in writing, and the Contractor shall correct such unsatisfactory conditions within thirty (30) calendar days from receipt of such notification. If such corrections are not made within the specified period, the College may terminate the contract.

PATENTS Offeror guarantees that the sale and/or use of the goods offered will not infringe upon any U.S. or foreign patent. Offeror will at his/her own expense, indemnify, protect and save harmless the College, its trustees, employees, agents and students with respect to any claim, action, cost or judgment for patent infringement, arising out of the purchase or use of these goods.

PREPARATION OF BID Bids submitted must be hand signed by an authorized agent of the company submitting the bid. Notification of award will be made by “Notice of Intent to Award” and/or purchase order. An Offeror may attach a letter of explanation to the bid for clarification. Offerors will be required, if requested by Montgomery College, to furnish satisfactory evidence that they are, in fact, bona fide manufacturers of or dealers in the items listed, and have a regularly established place of business. The College reserves the right to inspect any Offeror’s place of business prior to award of contract to determine Offeror’s responsibility.

PRODUCT TESTING DURING TERM OF CONTRACT Goods delivered under any contract resulting from this Request for Bid may be tested for compliance with specifications stipulated herein. Any shipment failing to meet or comply fully with the specification requirements will be rejected. The cost of testing a representative sample of an order or shipment for acceptance shall be borne by the College unless the order is rejected for failure to meet specifications or purchase description. In such cases of rejection, the cost of testing will be charged back to the Contractor.

RECORD RETENTION If awarded a contract, Contractor shall maintain books and records relating to the subject matter of this agreement, including but not limited to all charges to the College, for a period of three (3) years from the date of final payment under this agreement.

REFERENCES Offeror must provide at least three references from former or current clients who can confirm the Offeror’s experience with projects that are similar in size or scope. All reference information must include the company’s name and address and the contact’s name and telephone number. The references provided must be able to confirm, without reservation, the Offeror’s ability to provide the level of services requested in this solicitation. References from other higher education institutions or government agencies are preferred but not required.

REGISTRATION OF CORPORATIONS NOT REGISTERED IN THE STATE OF MARYLAND Pursuant to 7-202 et seq. of the Corporation and Associations Article of the Annotated Code of Maryland, corporations not incorporated in the State of Maryland shall be registered with the State Department of Assessments and Taxation, 301 West Preston Street, Baltimore, Maryland 21201 before doing any interstate or foreign business in this State. A copy of the registration or application for registration may be requested by the College.

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REJECTIONS AND CANCELLATIONS Montgomery College reserves the right to accept or reject any or all bids in whole or in part for any reason. The College reserves the right to waive any informality and to make awards in the best interest of the College. The College also reserves the right to reject the bid of any Offeror who has previously failed to perform adequately on a prior award for furnishing goods and/or services similar in nature to those requested in this bid. The College may cancel this solicitation in whole or in part, at its sole discretion.

RIDER PROVISION FOR MONTGOMERY COUNTY PUBLIC SCHOOLS AND MONTGOMERY COUNTY The Offeror agrees when submitting the bid that it will make available to every office and department of the Montgomery County Public Schools and the Montgomery County Government the same bid prices, terms and conditions offered during the term of contract. Orders will be placed directly by these agencies.

RIGHT TO STOP WORK If the College determines, either directly or indirectly, that the Contractor's performance is not within the specifications, terms or conditions of this bid and/or that the quality of the job is unacceptable, the College has the right to stop the work. The stoppage of work shall continue until the default has been corrected and/or corrective steps have been taken to the satisfaction of the College. The College also reserves the right to re-bid this contract if it is decided that performance is not within the specifications as set out.

SAMPLES AND CATALOG CUTS If samples are required, Offeror shall be responsible for delivery of samples to location indicated. All sample packages shall be marked "Sample for Procurement Office, RFP No. e423-006" and each sample shall be tagged or marked. Failure of the Offeror to clearly identify samples as indicated may result in rejection of bid. The College reserves the right to test any materials, equipment or supplies delivered to determine if the specifications have been met. Samples will not be returned.

SIGNATURE Each bid must show the full business address and telephone number of the Offeror and be signed by the person or persons legally authorized to sign such contracts. All correspondence concerning the bid and contract, including the bid summary, copy of contract, and purchase order, will be mailed or delivered to the address shown on the bid. **NO BID WILL BE ACCEPTED WITHOUT ORIGINAL SIGNATURE.**

SPECIFICATIONS AND SCOPE OF WORK The specifications listed herein may or may not specify all technical requirements which are needed to achieve the end result. When accepting the award, the Contractor assumes the responsibility of accomplishing the task requested in this document. Any omission of parts, products, processes, etc. in the specifications are the responsibility of the Contractor and the College will not bear the responsibility of their omission. If omissions in the specifications are discovered and these omissions will impact the contract price then it is the responsibility of the Offeror to note these omissions, in writing, prior to accepting the award. If these omissions are not noted prior to award then the Contractor's silence is deemed as full and complete acceptance, and any additional costs will be borne by the Contractor.

TAXES The College is exempt from Federal and Maryland taxes. Exemption Certificates are available upon request. Offeror shall be responsible for the payment of any and all applicable taxes resulting from any award and/or any activities hereunder, including but not limited to any applicable amusement and/or sales taxes.

TERMINATION BASED ON LACK OF FUNDING Any contract awarded as a result of this solicitation will be subject to funding and continued appropriation of sufficient funds for the contract. For purposes of this solicitation, the College's appropriating authority is deemed to be the Board of Trustees of Montgomery College. Insufficient funds shall be grounds for immediate termination of solicitation.

TERMINATION FOR DEFAULT If an award results from this bid, and the Contractor has not performed or has unsatisfactorily performed the contract, payment shall be withheld at the discretion of the College. Failure on the part of the contractor to fulfill contractual obligations shall be considered just cause for termination of the contract and the Contractor is not entitled to recover any costs incurred by the Contractor up to the date of termination.

TERMINATION FOR THE CONVENIENCE OF THE COLLEGE The performance of the work or services under a contract as a result of this solicitation may be terminated in whole or in part, whenever the President of Montgomery College shall deem that termination is in the best interest of the College. Such determination shall be at the sole discretion of the President. In such event, the College shall be liable only for payment in accordance with the payment provisions of the contract for work or services performed or furnished prior to the effective date of termination. Termination hereunder shall become effective by delivery to contractor of written notice of termination upon which date the termination shall become effective.

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USE OF CONTRACT BY OTHER EDUCATIONAL INSTITUTIONS While this solicitation is prepared on behalf of Montgomery College, it is intended to apply to other Maryland educational institutions and public agencies in Montgomery County, Maryland and State of Maryland, as listed below:

- Montgomery County Public Schools
- Montgomery County Government
- Montgomery County Housing Opportunities Commission
- Maryland-National Capital Park & Planning Commission
- Washington Suburban Sanitary Commission
- Maryland State Colleges and Universities

Unless the Offeror takes an exception, the resulting awarded items will be available to all agencies listed. Should a price adjustment be necessary to include any other public agency, the Offeror must so note on the Contractor Information Form. Exception for Montgomery County Public Schools will not be accepted. Purchase requests and funding from other agencies will be the responsibility of those agencies.

WARRANTY Offeror expressly warrants that all articles, material and work offered shall conform to each and every specification, drawing, sample or other description which is furnished to or adopted by the College and that they will be fit and sufficient for the purpose intended, merchantable, of good material and workmanship, and free from defect. Such warranty shall survive a contract and shall not be deemed waived either by the College's acceptance of said materials or goods, in whole or in part, or by payment for them, in whole or in part. The Offeror further warrants all articles, material and work performed for a period of one year, unless otherwise stated, from date of acceptance of the items delivered and installed, or work completed. All repairs, replacements or adjustments during the warranty period shall be at Offeror's sole expense.

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ATTACHMENT H – MID ATLANTIC PURCHASING TEAM RIDER CLAUSE



Cooperative Rider Clause

The Mid-Atlantic Purchasing Team (MAPT) is the agreement between the Metropolitan Washington Council of Governments (“MWCOG”) and the Baltimore Metropolitan Council (“BMC”) to aggregate the public entity and non-profit purchasing volumes in the Maryland, Virginia and Washington, D.C. region (“region”).

I. Format

A lead agency format is used to accomplish this work. This Participating Agency, serving as Lead Agency for this procurement, has included this MAPT Cooperative Rider Clause. This allows other public entities to participate pursuant to the following Cooperative Rider Clause Terms and Conditions:

A. Terms

1. Any public entity participating in this procurement (“Participating Agency”), through their use of this Cooperative Rider Clause, agree to the terms and conditions of the resulting contract to the extent that they can be reasonably applied to the Participating Agency.
2. A Participating Agency may also negotiate additional terms and conditions specific to their local requirements upon mutual agreement between the parties.

B. Other Conditions - Contract and Reporting

1. The resulting contract shall be governed by and “construed” in accordance with the laws of the State/jurisdiction in which the Participating Agency is officially located;
2. To provide to MAPT contract usage reporting information, including but not limited to quantity, unit pricing and total volume of sales by entity, as well as reporting any Participating Agency added on the contract, on demand and without further approval of Participating Agency;
3. Contract obligations rest solely with the Participating Agency only; and
4. Significant changes in total contract value may result in further negotiations of contract pricing with the Lead Agency and any Participating Agency.

In pricing and other conditions, contractors are urged to consider the broad reach and appeal of MAPT with public and non-profit entities in this Region.

In order to ride an awarded contract, a COG Rider Clause Approval Form (below) must be completed and approved by the Lead Agency.

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II. Participating Members

COG MEMBER GOVERNMENTS

District of Columbia

Maryland

- Town of Bladensburg
- City of Bowie
- City of College Park
- Charles County
- City of Frederick
- Frederick County
- City of Gaithersburg
- City of Greenbelt
- City of Hyattsville
- City of Laurel
- Montgomery County
- Prince George's County
- City of Rockville
- City of Takoma Park

Virginia

- City of Alexandria
- Arlington County
- City of Fairfax
- Fairfax County
- City of Falls Church
- Loudoun County
- City of Manassas
- City of Manassas Park
- Prince William County

Other Local Governments

- Town of Herndon
- Spotsylvania County
- Stafford County
- Town of Vienna

Public Authorities/Agencies

- Alexandria Renew Enterprises
- District of Columbia Water and Sewer Authority
- Metropolitan Washington Airports Authority
- Metropolitan Washington Council of Governments
- Montgomery County Housing Opportunities Commission
- Upper Occoquan Service Authority
- Washington Metropolitan Area Transit Authority
- Washington Suburban Sanitary Commission

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School Systems

- Alexandria Public Schools
- Arlington County Public Schools
- Charles County Public Schools
- District of Columbia Public Schools
- Frederick County Public Schools
- Loudoun County Public Schools
- City of Manassas Public Schools
- Montgomery College
- Montgomery County Public Schools
- Prince George's County Public Schools
- Prince William County Public Schools
- Spotsylvania County Schools
- Winchester Public Schools

BALTIMORE METROPOLITAN COUNCIL AGENCIES

- City of Annapolis
- Anne Arundel County
- Anne Arundel County Public Schools
- Anne Arundel Community College
- City of Baltimore
- Baltimore City Public Schools
- Baltimore County
- Baltimore County Public Schools
- Community College of Baltimore County
- Carroll County
- Harford County
- Harford County Public Schools
- Harford Community College
- Howard County
- Howard County Public Schools System
- Howard Community College
- Queen Anne's County
- Queen Anne's County Public Schools

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**MWCOG Rider Clause
Approval Form**

This form must be executed for any Participating Agency, both within and outside of the Mid- Atlantic Purchasing Team (MAPT) region, to use the MAPT Cooperative Rider Clause to ride solicitations and contracts.

NOTE: Effective January 1, 2019, MWCOG does not authorize the use of the MAPT/COG Cooperative Rider Clause without this form being completed and approved.

Participating Agency Name _____

Contact Person _____

Phone _____ Email Address _____

Solicitation/Contract Information:

Name Solicitation/Contract _____ Lead

Agency/Contract Holder _____

Contact Person _____

Solicitation/Contract Number _____ Other Reference _____

Vendor Information:

Contractor Name _____

Address _____

City/State/Zip _____

Contact Person _____

Phone _____ Email Address _____

See questions on next page.

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<u>Questions</u>	<u>YES</u>	<u>NO</u>
1. Is the Contract active and currently in force?	_____	_____
2. Is the Participating Agency’s specifications/scope of work the same or very similar to that in the Contract?	_____	_____
3. Is riding this Contract within the rules and regulations of the Participating Agency and approved by the Participating Agency’s Purchasing Department?	_____	_____

Participating Agency

Mid-Atlantic Purchasing Team

Name: _____

Name: _____

Title: _____

Title: _____

Signature: _____

Signature: _____

Any Participating Agency (MAPT/COG) member that wishes to piggyback a MAPT/COG contract, must complete form and return to COG, via email: purchasing@mwkog.org

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ATTACHMENT I – QUESTIONS & ANSWERS FROM CANCELLED SOLICITATION

Vendor Question	Montgomery College Answer
Does MC have a contract term established for this solicitation?	No. It is a one-time purchase, to be completed in three phases.
What budget or budget range is anticipated for this project? Is the budget all-inclusive of travel and expenses as well as the other items (consultation, production, execution, delivery, follow-up consultation)?	The budget range for this project is \$675,000 - \$1,000,000, and includes all associated expenses.
Why is now the right time to pursue these activities?	The current brand was launched in 2016 and then additional research was conducted in 2019. It is a good time to research the brand again and see if anything needs to change in marketing and branding materials.
What challenges do you anticipate for this engagement?	We do not anticipate any challenges for this engagement.
Are there any specific KPIs and goals outlined for this project?	We are looking for detailed reporting from the research and updated marketing and brand materials as needed based on the research findings.
What is the current state of the college brand? Are there existing guidelines that the agency will use to maintain consistency?	Montgomery College has a well-established brand. Here are the existing brand guidelines - https://www.montgomerycollege.edu/offices/advancement-and-community-engagement/communications/creative-services/branding/index.html
When you say brand architecture – are you looking for a new logo/identity system, including a hierarchy strategy and lockups for how the logos for the college’s programs, centers, and other units fit together?	We need to see the results of the brand research portion of this project before decisions can be made regarding other portions of the project.
Will you provide contact information for the stakeholder groups included in the market research? Are there any stakeholder groups that you will not have access to contact information?	Montgomery College will send emails to MC employees, students, and alumni. Their contact information will not be shared with the awarded company. Montgomery College does not have contact information for Montgomery County residents not affiliated with the College. The awarded company needs to secure those contacts themselves.
Are you looking for a comprehensive brand awareness/positioning study? Or should the focus be primarily on prospective students/influencers and the admissions marketing landscape?	We are looking for a comprehensive brand awareness/positioning study.

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Are you seeking market research for WDCE? If so, should that occur in Phase 1 or Phase 3? Who are the primary stakeholders for the WDCE?	We are seeking market research for WDCE in Phase 1. WDCE classes cover a wide variety including career advancement classes, enrichment classes, and youth classes. WDCE also offers English classes for those that speak another language, test prep (such as GED test prep), and many other options.
Your phases include oral presentations to college stakeholders. Can you provide any details about who is included in that group and generally how large of an audience those presentations might include?	There would be multiple presentations. One would be for the Office of Communications (approximately 20 staff members), College leadership (approximately 10 people), and one would be for the Office of Advancement and Community Engagement division (approximately 75 people).
Are you looking for both design and copy for the strategic marketing plan creative deliverables?	Yes, we are looking for both design and copy for the deliverables.
For the strategic marketing plan implementation, do you want to create the same tactics laid out in the past, or are you open to new tactics or omitting some?	We are open to new tactics and revising/omitting tactics as needed.
Is there an incumbent firm that previously handled these types of projects? If so, have they been included in this RFP process? If not, why not?	No.
Is Attachment H required with our proposal, or should that only be completed by a chosen partner?	Attachment H is not a required submittal.
Who are the primary peers and competitors for the college?	Montgomery College considers all other community colleges in Maryland as primary peers. Many students that consider attending Montgomery College also consider attending University of Maryland (any location) or a variety of other four-year universities.
What do you feel is your biggest competitive advantage over your competitors?	Montgomery College offers a high-quality education at an affordable cost.
What internal resources (personnel, content, video, photography, other assets, and the like) exist to support this project?	The Office of Communications staff will assist with this project. Any existing assets can be used and a plan can be put in place to secure new assets too.
What is the makeup of your in-house team, and where are they best suited to support the project and execution?	The Office of Communications consists of the following teams: Marketing, Creative Services, MCTV, and Media Relations. Each area will support the project as needed.
Who will be on the core day-to-day working team for this engagement? The final decision-makers?	The Marketing Director and Creative Services Director will lead day-to-day parts of this project. The Senior Vice President for

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	Advancement and Community Engagement will be the final decision maker.
Are there any key milestones or dates that should be considered when building the project timeline?	We would like to start the project at the start of 2024.
Will the cost proposals be evaluated as part of selecting the finalists? Or will they stay sealed until after presentations?	In accordance section 4.1.2 (Evaluation Criteria), all submitted price proposals will be evaluated and scored accordingly. In addition, presentations with Montgomery College stakeholders, as outlined in section II, are considered <u>post</u> contract award activity, and not considered in the award of contract.
When will the project commence?	We would like to start the project at the start of 2024.
How long do you anticipate/plan for each phase of the project to last?	The time for each phase is to be determined. The full project should take 2-3 years.
What is the meaning of, "Each phase will have its own deliverables and will be a one-time cost" in Section 2.2 Scope of Services?	Each phase includes its own set of deliverables as listed in the RFP. Each phase will have a cost determined and then agreed upon by both organizations.
What insights into MC's branding were drawn/created from the 2019 MC brand study?	The 2019 brand study showed that Montgomery College has a strong, well-established brand. The full research results will be shared with the awarded company.
Is this the branding MC is currently using?	Montgomery College is still using the brand materials that launched in 2016. This has additional details - https://www.montgomerycollege.edu/offices/advancement-and-community-engagement/communications/creative-services/branding/index.html
The Background states, "In 2019, a brand research study was conducted to gain new insights into MC's branding, and as a result, marketing materials were updated. The College now needs to conduct a marketing and branding strategy refresh." Who/which company conducted the brand research study?	Opinion Works conducted the brand research study.
How big was the team who conducted the brand research study?	Four staff members.
How big of a team would MC like the proposing vendor to provide for this Strategic Marketing and Brand Strategy Development?	There is not a specific team size in mind. It is more important that the proposing vendor staff have enough hours to allocate for the project.
How many support team members from MC will be staffed to this project?	We will have Office of Communications staff available as needed.

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Are there any marketing collateral MC liked to use in the past that it would like to continue to use in the future? Is there a specific form of marketing MC has discovered works best for its institution (i.e., traditional media, social media, word of mouth, etc.)?	We need to see research results before deciding on what marketing materials to continue to use in the future. Different forms of marketing work best for very specific goals, though we discovered that we need the full marketing mix to be fully effective.
What is MC's goal with rebranding and refreshing at this time? Are you looking to completely do away with the branding that was built in 2019?	The primary goal is to conduct market research, then make changes as needed. We are not looking to completely do away with the branding launched in 2016.
Are vendors who are new to MC encouraged to bid on this project?	Yes, as long as they meet all mandatory requirements listed in sections 3.1 and 3.2.
Is there a minority business goal MC's is trying to fulfill with this project? Are minority vendors encouraged to submit proposals?	Montgomery College maintains a minority participation goal for all bid opportunities, and minority vendors are indeed encouraged to submit proposals.
How will the success of the market research be measured?	Completed research reports with detailed insights and recommendations listed. Quality data from each target area, and successful presentations about the findings.
Is there a specific outcome or metric the college is targeting with the new marketing and branding strategy?	There is not one specific outcome. We need to see the results of the brand research portion of this project before decisions can be made regarding other portions of the project.
For the "ongoing advice and counsel" specified in the scope of services, what is the expected frequency and duration for these services?	This will be determined at that phase of the project based on input from both organizations.
Are there specific technologies or platforms that the college prefers to be used for conducting surveys and focus groups?	No.
What format is expected for the raw data collected? (CSV, Excel, etc.)	Excel.
Can you provide additional information about the target audience for the marketing and branding efforts? Are there specific demographics, psychographics, or other criteria that should guide the development of the brand strategy?	Montgomery College is very diverse. The Office of Institutional Research and Effectiveness provides reports with additional detail - https://www.montgomerycollege.edu/offices/institutional-research-and-effectiveness/reports-and-resources.html

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<p>Could you please specify the budget allocation for each of the three project phases and the overall budget for the entire project? What is the expected period of performance or timeline for completing all three phases?</p>	<p>Allocated budget by phase is not available. Total project budget range is \$675,000 - \$1,000,000. The time for each phase is to be determined. The full project should take 2-3 years.</p>
<p>You mention that the last research was done in 2019. Will we have access to this research when designing the new project?</p>	<p>Yes. The data will be shared.</p>
<p>Could you provide more specifics regarding the "Training and adoption of new/refreshed brand story across campus footprint," specifically the audience and format you anticipate the training to take?</p>	<p>The awarded company will need to create any brand guide changes and initial print and digital assets. The awarded company needs to train the team on key elements and how to execute them based on the brand guide. In depth training via a virtual session will be needed for the Office of Communications staff. We are also looking for a short pdf guide to share with MC employees collegewide that discusses the new changes.</p>
<p>Do you anticipate a budget allocation for paid media? If so, can you estimate what that might be?</p>	<p>There will not be a budget allocation for paid media as part of this project.</p>
<p>Regarding helping implement the strategic marketing plan: does the college have marketing staff resources available for the implementation and ongoing management of programs, or do you anticipate the awarded contractor will need to handle those? If you do have staff that we would be training or assisting, could you please describe how many and their general skill sets?</p>	<p>Montgomery College has staff available for the implementation and ongoing management of programs. The Marketing Team consists of four experienced professionals and the Creative Services Team consists of seven experienced professionals. The awarded company will need to create any brand guide changes and initial print and digital assets. The awarded company needs to train the team on key elements and how to execute them based on the brand guide.</p>

*****END OF QUESTIONS & ANSWERS*****