

# THE FLORIDA COLLEGE SYSTEM FOUNDATION

## Request for Proposals (RFP) to Provide COMMUNICATIONS AND MARKETING SERVICES FOR ATTAINMENT GOAL

The Florida College System Foundation ("Foundation") on behalf of the Higher Education Coordinating Council ("HECC") is seeking proposals from qualified firms for communications and marketing services on Attainment.

The deadline for receipt of sealed proposals is **noon on Friday July 7, 2017**. Sealed proposals must be received by this deadline to the following location:

Florida College System Foundation  
Attention: Judy Green  
325 West Gaines Street, Suite 1548B  
Tallahassee, FL 32399

Any proposal received after the date and time listed above will be returned and will not be considered.

Questions pertaining to the Request for Proposal must be communicated in writing and be received via email by June 29, 2017, by 3:00 p.m. to allow adequate response time. The HECC is issuing this Request for Proposals to provide potential applicants with information, guidelines and rules to prepare and submit a proposal. Each proposal must satisfy all criteria as described in this RFP to qualify for consideration.

The selection of a firm by the HECC shall be based on the proposal, which is, in the sole opinion of the HECC, in the best interests of the Foundation. The issuance of the RFP constitutes only an invitation to make proposals to the HECC. The HECC reserves the right to determine, in its sole discretion, whether any aspect of the proposal satisfies the criteria established in the RFP. The HECC further reserves the right to negotiate with any firm or firms submitting proposals and reserves the right to reject any or all proposals with or without cause. In the event that this Request for Proposals is withdrawn by the HECC for any reason, the HECC shall have no liability to any applicant for any costs or expenses incurred in connection with this RFP or otherwise.

The following information must be included in each proposal in order to be deemed complete:

### I. ORGANIZATION

#### A. Name of Firm

- i. Contact Information
- ii. Account Manager: member handling the account and years of experience.
- iii. Project Team: other members of the firm with key roles

- iv. Qualifications and samples of work, to include press release and recent branding project.

## II. PROJECT SUMMARY

Present a detailed communications and marketing plan on raising degree attainment. Articulate a clear message about what attainment is and what it means to Floridians. Design a cohesive design of collateral materials to include a toolkit on Education Attainment.

## III. BACKGROUND

National estimates suggest that by 2020, 63 percent of jobs will require a postsecondary credential. Currently, 47 percent of Floridians have a degree or high quality certificate. In recognizing the workforce need for a college educated workforce, the Higher Education Coordinating Council has set a postsecondary attainment goal that at least 55 percent of working-age Floridians will have a degree or high quality credential by 2025.

There are two important factors to note with regard to increasing educational attainment. First, attainment is directly tied to the state's talent and workforce needs and is not wholly reliant on higher education completion. Second, and related, the attainment goal is not a higher education goal, but a goal for the state that requires the support and collaboration of business, industry and other partners as we work to ensure that every community continues to thrive.

## IV. SCOPE OF SERVICE

- A. Issuance of press releases for frequent statewide and regional convenings
- B. Media outreach and engagement on awareness campaign
- C. Development of logo and a template for publications and collateral materials as determined
- D. Public-facing educational attainment infographics
- E. Public-friendly "Reaffirming Florida's Goal" and "Key Drivers of Educational Attainment" publications
- F. Public-friendly reports inclusive of Statewide Convening outcomes (3 reports)
- G. Public-friendly reports inclusive of Regional Convening outcomes (5 reports)
- H. Final report summarizing all initiatives (1 report)
- I. Public-Friendly "Attainment Innovation Grant Toolkit" (1 report)
- J. Leverage other statewide partners who are already marketing Attainment efforts in Florida to ensure consistency

## V. COST PROPOSAL

A detailed cost proposal that outlines the expected cost of \$32,000 of each deliverable must be included in the proposal. Prices shall be shown by item and individually extended, unless otherwise indicated. The Foundation is excluded from sales tax.

## VI. TIME LINE

Duration of the contract is from August 2017-March 2018.

## VII. PROPOSALS

A completed submission shall include one electronically copy and four (4) copies of each proposal in one sealed envelope addressed as indicted above that is clearly marked "Proposal for Communications and Marketing Services for Attainment Goal." Proposals must be received no later than noon on July 7, 2017. Proposals submitted or delivered after that time will not be considered, but will be recorded as received late and returned to the applicant. Electronic copies and questions may be addressed to Judy Green at 850-245-9494; [Judy.Green@fldoe.org](mailto:Judy.Green@fldoe.org).

The HECC waives the right to conduct one or more interviews of firms submitting proposals and to conduct appropriate background checks of applicants and requires completion of certain disclosure forms required by Florida law before finalizing its selection of the successful applicant. It is contemplated that the HECC will interview certain applicants based on a review of the written proposals and select the successful applicant on or about July 21, 2017. Successful applicants may be asked for a formal appearance with the HECC.