LUZERNE COUNTY COMMUNITY COLLEGE
REQUEST FOR PROPOSAL
FOR ADVERTISING AGENCY OF RECORD

Luzerne County Community College (LCCC) is seeking the most capable agency partner to support the development and implementation of an integrated marketing and advertising campaign that helps LCCC achieve its sales and marketing objectives. This full-service agency will be our primary advertising resource, inclusive of creative development and execution, media planning and buying, account service and a variety of supporting services. This document is a Request for Proposal (RFP) for the services described below and does not obligate LCCC to accept responses from eligible Companies/Individuals. The RFP establishes minimum requirements a Company/Individual must meet in order to be eligible for consideration as well as information to be included in the Company's/Individual's proposal. All billing would need to be managed through the agency to provide one bill to LCCC for services rendered.

About Luzerne County Community College:
LCCC’s 167-acre main campus is located in the center of Luzerne County Pennsylvania with 8 satellite center located throughout Northeastern Pennsylvania. At Luzerne County Community College, we offer a multitude of quality and unique liberal arts and technology programs.

Luzerne County Community College is a public, two-year comprehensive community college for residents of Luzerne County and surrounding areas throughout Northeastern Pennsylvania. The College is accredited by Commission on Higher Education Middle States Association of Colleges and Schools, 3624 Market St., Philadelphia, PA 19104. LCCC degrees and credits can be transferred to colleges and universities nationwide for those wishing to continue their education.

LCCC offers over 100 academic, technical and career training programs to provide students an opportunity to pursue an education consistent with their interests and capabilities and educational and employment demands.

Ever since Luzerne County Community College opened its doors for the first time to students of Luzerne County in 1967, LCCC has rapidly flourished into a first-rate college system and has the largest student enrollment in the area. Our mission is to provide all students wishing to attend higher education with a chance to pursue their degree through open admissions, educational support, and low tuition. LCCC currently enrolls over 6,000 credit students and 5,000 credit-free students making it the largest higher education institution in the area. These students range from upper high school grades to adult learners.

Notice of the Purchasing and Conflict of Interest Policies in place at Luzerne County Community College ("LCCC"):
Each owner/operator/individual/officer submitting a proposal or for whom a proposal is being submitted on behalf of the owner (each being referred to as a “Provider”) to LCCC certifies that he/she/they are not a spouse, child, parent, brother/sister (each being referred to as an "Immediate Family Member") of any LCCC employee or Board of Trustee member at LCCC who owns more than a one (1%) percent ownership interest in the Provider/Provider’s
business.

If the Provider is an Immediate Family Member, according to College Policy and Procedure, disclosure must be made, and LCCC may decline entering into a business relationship with the Provider. Disclosure shall be made in writing at the time of submitting the proposal to the Director of Purchasing.

Violations of any of the policies or procedures may result in rejection of the proposal. Additionally, LCCC may have the right to recover damages suffered by LCCC in obtaining an alternative proposal, which damages may include, but are not limited to, consequential damages and reasonable attorney’s fees.

Copies of these policies and procedures are available from LCCC upon request. Under the Right To Know Law, the College is required to post to the PA Treasury Website all documents (BPO, PO, contract or agreement) for transactions valued at $5,000.00 and above.

SUBMISSION OF PROPOSALS
Responses to this RFP are due by Noon on July 21, 2014. Late submittals will be rejected. All proposals are to be sealed, labeled with the subject of the proposal, and addressed to:

Luzerne County Community College
Purchasing Director, Mr. Len Olzinski
1333 S. Prospect Street
Nanticoke, PA  18634
Phone: 570-740-0370

The proposal submission may be mailed or delivered to the above address. Any questions regarding this RFP may be addressed to Robert Bogdon, Director of Marketing, at 570-740-0736 or rbogdon@luzerne.edu.

CONTRACT TERM
The term of this contract shall be for a three (3) year period, commencing on September 2, 2014 and continuing until September 1, 2017, unless terminated by either party with thirty (30) days written notice.

SCOPE OF WORK
Luzerne County Community College (LCCC) is seeking a full-service agency of record for a three-year period to be our primary advertising resource, inclusive of creative development and execution, media planning and buying, account service and a variety of supporting services.

Creative Development and Execution
The selected agency of record will collaborate with LCCC staff to create an integrated campaign strategy that may include, but not be limited to:
• Television
• Radio
• Print
• Viral/mobile/social media campaigns
• Untraditional and/or traditional out-of-home
• Strategic Community partnerships and sponsorships
• Online Advertising/Website

**Media Buying Services**

The selected agency will work closely with the LCCC staff to skillfully develop, strategically place and properly manage media schedules in northeastern Pennsylvania on an as needed basis. Must be able to leverage agency buying power to attain the best possible rates and placement times/locations. Must have the ability to work with all forms of media. Must have a comprehensive understanding of the local markets served by LCCC, the ability to clearly demonstrate a broad knowledge the media options within those markets and extensive prior experience buying all forms of media in all markets served by LCCC.

Please address and provide examples of your experience with media buying as related to each of the above requirements in your proposal. Please provide information related to your media buying strengths.

To be considered for this account, responding agencies should have at a minimum (but not limited to) the following capabilities:

• Research – demographics, ratings, media markets
• Media planning, buying and management (Demonstrate savings/advantages based on Agency’s experience and buying power)
• Creative development and execution in all media (including non-traditional media)
• Social media campaign planning and execution
• Website strategy and development, online marketing
• Budget management and reporting

**INFORMATION REQUESTED AND AGENCY CAPABILITIES AND REQUIREMENTS**

Carefully examine the specifications, conditions and limitations. The selection of the successful agency of record will be made based on LCCC’s evaluation and determination of the relative ability of each Agency/Individual to deliver quality service in a cost-effective manner. The following specific criteria will also be evaluated and must be addressed in the proposal:

1. **Agency/Individual History and Organization**
   Provide a brief history including brief biographical information regarding the personnel who would be directly responsible for the service.

2. **Projected Cost Proposal and Media Placement fees**
   Provide rates and any and all associated fees corresponding with the conception and production of services provided below over a three-year period:
   • 40 billboard designs- poster and billboard sizes
   • Radio Campaign (develop concept and help produce 8 new 60 second spots)
• Newspaper Campaign - 10 print ad concepts and produced pieces
• Television Campaign - develop concept and production for two 30 second spots

Cost: $________________ over three year period. Should include any additional media buying costs.

3. Insurance (Companies/Contractors only, does not apply to individuals)
The successful provider shall carry and maintain, with respect to any work or service to be performed at LCCC facilities, insurance written by a responsible insurance carrier, to provide for the following:

• Workers’ Compensation as required by applicable statute and Employer’s Liability Insurance.
• Commercial General Liability Insurance in the amount of $1,000,000 listing the College as additional insured
• Automobile Liability
• Include a copy of Certificate of Insurance including limits with the response.

4. References
Provide at least three (3) client references whose facilities are comparable in size and profile to Luzerne County Community College. Include company name, address, contact person and contact number.

5. Must provide (3) Samples of each: print, broadcast (radio and television), and billboard campaigns as described under "Creative Development and Execution" section under "Scope of Work."

LCCC is not obligated to accept the lowest proposal and reserves the right to reject any and all proposals or amend the scope of the project. All of the Agencies/Individuals must be duly licensed or otherwise have the ability to perform work in accordance with all governing local authorities and to the satisfaction of those authorities.

Luzerne County Community College would like thank you in advance for your interest in participating in this request for proposal. If for some reason you are unable to submit a proposal to the College, please let us know the reason why so you will remain on our active bidders list for the future.
Fax to 570-740-0525.