

**Request for Quotes
For
Short-term Third Party Program
Outreach, Recruitment, and
Retention Campaign for Career and
Technical Education Programs**

St. Petersburg College

SPC

Due April 13, 2018 @ 2 PM

Introduction and Purpose of the Request for Quotes (RFQ)

HISTORY: St. Petersburg College (“SPC” or the “College”), located in Pinellas County, Florida, and established in 1927, is one of the oldest colleges in the 28-institution Florida College System (“FCS”). SPC is the first college in the FCS to become a four-year college issuing baccalaureate degrees beginning in 2001. SPC is governed by a five-member Board of Trustees appointed to four-year terms by the Governor of Florida. The Board of Trustees appoints the College President who has administrative responsibilities for college operations.

ACADEMICS: Enrollment in 2016-2017 included 49,006 students, including 40,661 credit seeking and 8,345 non-credit seeking (Source: spcollege.edu). St. Petersburg College offers more than 100 academic programs, career training, and university transfer options at twelve locations throughout Pinellas County and online.

REQUEST FOR QUOTE: St. Petersburg College was awarded the 2017-18 Carl D. Perkins career and technical education federal grant. This award includes a limited promotional budget.

The intent of this RFQ is to receive quotes and vendor information from vendors for the development of full-service outreach and recruitment short-term campaign(s). The selected vendor will be expected to fulfill the responsibilities listed on the following page within the timeframe established.

St. Petersburg College will use the responses from this RFQ to select a vendor that supports its goals and objectives.

All projects must be completed prior to June 15, 2018, and all invoices must be received by June 20, 2018. This procurement will be funded in whole by the \$2.48 million 2017-18 Carl D. Perkins IV Career & Technical Education federally funded grant. Since Perkins grant funding will be utilized, we are unable to enter into a formal contract or agree to a retainer. Terms will be as stated on this Request for Quotes and subsequent Purchase Order statement of work. The college will pay vendor platforms directly, also from Perkins grant funding.

-- THE REMAINDER OF THIS PAGE HAS BEEN LEFT INTENTIONALLY BLANK --

RFQ INSTRUCTIONS: Please provide the following information

- A company history including qualifications and references (higher education expertise is preferred).
- Company contact information and experience and education of the team member(s) who would be providing services, with a description of each person's role.
- Describe your experience and approach to developing, implementing, and supporting a short-term (two month) outreach and recruitment campaign, including, but not limited to:
 - Strategic planning and implementation;
 - Internal identity development;
 - Platform identification and coordination;
 - Serving as liaison and project coordinator with internal and external stakeholders, providing detailed updates at least weekly and ensuring the project is executed on time;
 - Content generation and direct coordination with department to develop and approve content. All content will need to be approved by Marketing and Career Connections; vendors should expect a two-week approval process.
- Discuss your experience identifying and working with outreach platforms for student recruitment and retention, including, but not limited to:
 - Traditional media opportunities (e.g., radio, newspaper, magazine);
 - Social media opportunities and online media strategy;
 - Billboards;
 - Bus wraps.
- Discuss strategies for reaching specific target populations and identifying additional potential target markets for outreach, recruitment, and retention.
 - Currently identified target populations for recruitment and retention include former students who have stopped out from their academic program, high school graduates, recent high school graduates, Veterans, unemployed/underemployed workers, single mothers, and community members looking to advance their career.
 - All outreach must highlight the career opportunities and innovation in specific [career and technical education programs](#). A specific list of programs and contact information for program leaders will be provided to the selected vendors at the project kickoff meeting on April 25th.
- Provide any additional information and options you feel may be relevant to the College
- **Provide the price per hour for content development and the price per hour for project management.**

QUESTIONS: Questions regarding this RFQ should be sent to Karen Reynolds, reynolds.karen@spcollege.edu, Purchasing Manager, no later than 3 pm on Friday, April 6th, 2018. A copy of the question and subsequent response will be sent to all parties that received this RFQ.

TIMELINE FOR DELIVERY:

April 18 th COB	Vendor selection
April 23 rd	Purchase order issued
April 25 th	Project kickoff meeting
May 4 th	Proposed project plan due
May 11 th	Draft content for first promotions due
May 28 th	First promotions start
June 15 th	Last promotions start

SUBMITTAL: Please provide one (1) original RFQ response, and one (1) electronic copy in *Microsoft Word* on a thumb/flash drive no later than 2PM on Friday, April 13th. All sealed responses will not be opened until then.

The outside of the package should be identified as follows:

- Respondent's name and company
- Return address
- RFQ title
- Due date and time

SEND TO:

Karen Reynolds, Purchasing Manager
St. Petersburg College
Epi Services Building
14025 58th St. North
Clearwater, FL 33760

SUMMARIZED SCHEDULE OF RFQ EVENTS: Below is a summarized schedule of RFQ events: Any changes will be issued in the form of a written notification.

Time	Day/Date	Description
	Tuesday 04/03/2018	RFQ Issued "Short-Term Third Party Program Outreach, Recruitment, and Retention Campaign"
3:00 PM	Friday, 04/06/2018	Final day to submit questions pertaining to this RFQ. Please email all questions to reynolds.karen@spcollege.edu

2:00 PM	Friday, 04/13/2018	RFQ Deadline Deliver sealed proposals to the purchasing office: Karen Reynolds, Purchasing Mgr. EpiCenter Services Bldg. 14025 58th St. North Clearwater, FL 33760
---------	--------------------	---