

Request for Quote:

Promotion and Public Relations Professional Services

BACKGROUND

REQUEST FOR QUOTE: St. Petersburg College (SPC) is soliciting quotes from qualified firms for Promotion and Public Relations Services in accordance with the Scope of Work specified in this Request for Quote (RFQ).

The goal will be for the awarded firm to represent the College in a manner that brings about positive results in the areas of funding, research, and other related issues in regards to actions from the Florida Legislature and Executive Branch. The firm will participate with the College in strategies and activities to accomplish these results. The firm must have demonstrated experience in lobbying the Florida Legislature and Executive Branch, with extensive experience on behalf of similar public sector clients preferred. The firm should have experience in bipartisan relationships with a network of access to legislators, administrative executives, and staff. The College seeks a strong firm with sound knowledge of public policy, clear understanding of the legislative process and effective communications skills.

HISTORY: SPC, 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: SPC offers more than 100 degree and certificate programs, including many high-demand, high-skill industry-recognized workforce certifications. SPC is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACS-COC) to award selected bachelor's degrees in science and bachelor's degrees in applied science; associate degrees in arts, associate degrees in science, and associate degrees in applied science; as well as certificates and applied technology diplomas. On average, SPC serves more than 50,000 credit and non-credit seeking students at 10 site locations and has one of the most robust online programs in the nation, serving an average of 29,000 students annually. Ninety-five percent of SPC's 373 full-time faculty hold advanced degrees. The College's mission is to "promote student success and enrich our communities through education, career development and self-discovery."

SCOPE OF WORK

PROJECT SCOPE: The firm will be responsible for monitoring, identifying and prioritizing challenges and opportunities for the College with respect to issue under consideration by the State Legislature and state and regional agencies.

Services to be provided include the following:

- Assist in strategy development for advancing the College's legislative priorities.
- Arrange meetings with key Florida legislators and State leadership offices.
- Review State budget proposals to assess the effect on the College.
- Assist in the strategic development of the Colleges budget request and advocate for passage of budget priorities.
- Monitor and review Florida legislative bills, communicating how proposed legislation affects the College. Provide written weekly status reports or more frequent updates on the firm's achievements as they relate to the legislative priorities set forth for the College and/or updates on related bill action.
- Develop and recommend legislative strategies in response to the bills affecting the College. Draft and provide written information on any communications to legislators or members of the Executive Branch. Meet with Florida legislators, primarily the Pinellas Legislative Delegation, to provide information and the College's position statement.

RESPONSE REQUIREMENTS & PREFERNCES: Please respond to each of the questions/requirements below. Additional information may be provided as attachments. Each response must be labeled with the corresponding question/requirement number.

Response	Description
1. Letter of Intent	This letter will summarize in a brief concise manner, that the proposer understands the scope of work and makes a positive commitment to perform the work/service in a timely manner. Specify what unique characteristics set the firm apart from others who perform the same or similar functions.
2. Experience and Qualifications	<p><u>Company Credentials:</u> Briefly introduce your firm, providing a summary of the administration, organization and staffing of your firm, including primary location and additional locations of other offices, if applicable. Provide an organizational chart or description indicating the positions and names of the core management team which will undertake this engagement</p> <p><u>Lead Personnel:</u> Identify the project manager and each individual who will work as part of this agreement. Include resumes for each person to be assigned. Include any professional designations and affiliations, certifications and licenses, etc.</p> <p><u>Experience:</u> Describe the experience of the firm in the last thirty six (36) months in performing services similar to the outlined scope of work. Describe three (3) instances in which your firm was successful in obtaining funding for a government agency or political subdivision similar in size to the College in the following areas: infrastructure improvements; education; labor; budget/appropriations; defense, etc.</p> <p><u>Expertise:</u> Specify the firm's particular area of expertise and how those strengths will benefit the College.</p>
3. Clientele	Please indicate if the firm is currently providing similar services to another Florida State College. <u>Note:</u> Competitive preference priority points will be given to firms who are not currently contracted for similar services with other Florida State Colleges.
4. References	Provide at minimum two (2) references from clientele where statements of work are similar to those required in the RFQ.
5. Rates	Firms may submit quotes based on a monthly or annual contract. All quotes must include a maximum not-to-exceed amount. Expenses not specifically listed will not be considered. The actual contract amount will be negotiated after the consultant has been selected and the scope of work finalized.

EVALUATION SCORING The evaluation criteria below correspond with the criteria provided in the Response Specifications above. Allotted points will be based on how well a Respondent addresses the criteria in the Response Specifications.

Evaluation Criteria	Points
Letter of Intent	5
Experience and Qualifications	35
Clientele	10
References	10
Rates	40
Total	100

Q&A and RESPONSE DEADLINE: Please provide responses to the following requested information in a letter or email format directly to Joe Smith at Smith.JoeC@spcollege.edu by **Wednesday, June 6 2018 at 2:00pm**. Please submit all questions in writing to Joe Smith by Friday, June 1, 2018 at 2:00pm.

A collective list of questions and answers will be posted to <http://webapps.spcollege.edu/purchasing/>.