



Northwood Technical College

REQUEST FOR PROPOSAL

25-96300-CW-DIGITAL MARKETING FOR

Digital Marketing Buying Services

*In the event Northwood Technical College finds it necessary to change any of these dates it will do so by issuing an addendum to this RFP.

Date	Event
Tuesday, July 23, 2024	Date of RFP issue.
Tuesday, July 30, 2024	RFP inquiry/question deadline @ 4:00 PM CST.
Monday, August 5, 2025	Estimated date for Northwood Tech to answer Vendor's questions.
Tuesday, August 13, 2024	Proposals due from Vendor prior to 2:30 PM CST via email to proposals@northwoodtech.edu
Wednesday, August 14 – Thursday, August 15, 2024	Northwood Tech Evaluation Process
Thursday, August 22, 2024	Vendor Presentations (if necessary) via Microsoft Teams
Wednesday, September 18, 2024	Northwood Tech Board Meeting (action on recommended proposal)
Thursday, September 19, 2024	Earliest date Northwood Tech will issue award notice.

SECTION I – GENERAL INFORMATION

Northwood Technical College (Northwood Tech) is guided by its Mission, Vision and Values. Northwood Tech has a long, rich history that demonstrates our dedication to the community and its members. Learning is our passion and it shows. Nearly 1 in 9 residents of our district (including a population of 236,200; 286 towns, villages, and cities; and 47 school districts) have taken some sort of class through a Northwood Tech campus or outreach center. Each year, Northwood Tech surveys graduates to find out how well their degree or diploma prepared them for their career. The results reveal an impressive record of academic excellence and valuable career perspective.

Northwood Technical College (Northwood Tech) District is one of sixteen 2-year technical college districts in Wisconsin. The district includes most of northwestern Wisconsin, encompassing more than 10,000 square miles and parts or all of 11 counties.

Northwood Tech offers career-focused associate degree programs, technical diplomas, and short-term certificates in addition to customized training, and a wide array of courses for personal or career enhancement. Northwood Tech employs a staff of more than 1,400 full-time & part-time employees and provides education to 7,715 credit students in more than 53 full-time programs, plus technical certificates, and apprenticeship programs and nearly 17,000 residents in continuing education courses.

Northwood Tech is the owner of buildings at four campuses in Ashland, New Richmond, Rice Lake and Superior. In addition, the college owns a Health Education Center in Shell Lake and leases and operates learning centers in Hayward, Ladysmith, and Balsam Lake. Northwood Tech offers associate degrees, technical diplomas, and certificates in over 50 programs. For more information about Northwood Tech, please visit www.northwoodtech.edu.

MISSION

Students First.

We strengthen communities by empowering each student to realize their own success story.

VISION

Transforming Communities.

We strengthen communities by empowering each student to realize their own success story.

VALUES

Collaboration

We value relationships that enhance learning and promote economic development.

Innovation

We embrace the latest theories and technologies to support student and community success.

Excellence

We prioritize high quality education, services, and continuous improvement in a dynamic learning environment.

Community

We value our deep connections to our communities, working together to provide solutions through student success.

Support

We empower individuals by supporting their success with quality experiences and services designed to meet their needs.

Integrity

We uphold honesty and accountability in a diverse, open and ethical learning and working environment.

Respect

We value each individual and approach all interactions mindfully, with civility, empathy, and openness to new and differing ideas.

SECTION II – INSTRUCTIONS TO VENDORS

1. DUE DATE

Sealed proposals must be received by the Northwood Technical College Purchasing Department by or prior to **2:30 PM CST, on Tuesday, August 13, 2024.**

The Vendor shall be responsible for delivery of the proposal to the designated place on or before the date and time specified. Proposals received after time of closing will be rejected and returned to the Vendor. Failure to examine any and all documents will in no way relieve the successful Vendor from the necessity of supplying the required products in accordance with the proposal.

2. PUBLIC OPENING

Proposals will be publicly opened on **Tuesday, August 13, 2024 at 2:30 PM CST.** The public bid opening will be available via a [Microsoft Teams Meeting](#). Ctrl + Click the link:

1. A webpage will open, where you will see two choices: Download the Windows app and Join on the web instead. If you join on the web, you can use either Microsoft Edge or Google Chrome. Your browser may ask if it is OK for Team to use your mic and camera. You may allow it so you will be seen or heard in the meeting.
2. Enter your name. Choose your audio and video settings, if applicable.
3. When you are ready, Click Join now.
4. This will bring you into the lobby and will notify the Northwood Technical College staff that are you there. You will be admitted to the meeting.

3. REQUIRED FORMS TO SUBMIT PROPOSAL

No proposal will be accepted on any other form(s) than those herewith specified and/or provided with the RFP. Addenda issued during the time of bidding shall become part of the proposal documents. Vendor shall acknowledge receipt of such addendum in the appropriate space provided on the Signature Page.

Any conditional proposal, amendment to the proposal or attachment thereto, or the inclusion of any correspondence, written or printed matter, or details of any nature other than that specifically called for may disqualify the proposal. Telecommunication alterations to the proposal will not be accepted.

4. KEY PROPOSAL DATES

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5. KEY PROPOSAL QUESTIONS & SUBMITTAL INFORMATION

No verbal explanation or instruction will be given in regard to this RFP during the proposal period. Northwood Technical College will not be responsible for verbal instructions. Vendors shall bring questions, inadequacies, omissions, or conflicts to Northwood Technical College’s attention. **All Vendor requests for clarification or interpretation must be received via email to proposals@northwoodtech.edu on or before Tuesday, July 30, 2024 at 4:00 PM CST.** Prompt clarification will be supplied to all Vendors of record via addendum.

Failure to request clarification or interpretation of this RFP will not relieve the Vendor of responsibility. Signing the Qualified Vendor Certification Form will be considered as implicitly denoting that the Vendor has a thorough understanding of the scope of work and comprehension of the Statement of Work.

All attachments, additional pages, addenda, or explanations supplied by the Vendor with this proposal will be considered as part of the proposal response.

6. PROPOSAL DELIVERY OPTIONS

Proposals and all associated documentation shall be emailed to proposals@northwoodtech.edu

Bids must be received by Purchasing Department, proposals@northwoodtech.edu, by or prior to 2:30 PM CST on Tuesday, August 13, 2024. Any bid received after 2:30 PM CST will be disqualified. Please include the following in the subject line of the email: **25-96300-CW-DIGITALMARKETING**. Any bid received without the subject line of the email not properly and clearly marked may result in the bid being rejected.

a) **Email**

Proposals shall be emailed to proposals@northwoodtech.edu. The subject line of the email must read **25-96300-CW-DIGITALMARKETING** Any proposal received without the subject line of the email not properly and clearly marked with the RFP number may result in the proposal being rejected.

The file size shall not exceed 25MB. Files larger than 25MB may be rejected by the Northwood Tech server. Document must be in an unlocked and un-password protected Microsoft Word, Microsoft Excel, or Adobe Acrobat 9.0 or greater format. The file must be labeled “[Vendor Name] RFP Response [RFP #]”. Northwood Tech prefers that proposals be submitted in PDF format and all required documents are contained in **one (1) file**, if possible.

It is the responsibility of the Vendor emailing their proposal to ensure the proposal was received on time to the proposals@northwoodtech.edu inbox. Northwood Tech will respond via email confirming the receipt of your company’s proposal. If you do not receive confirmation that your proposal has been received, it is the responsibility of the bidder emailing their bid to follow up with Shawna Benish at shawna.benish@northwoodtech.edu.

7. ALTERNATE PROPOSALS

Specifications contained in this RFP are intended to define the level of quality and performance and not to restrict competition. Vendors offering alternates shall submit, with their proposal, an itemized comparison to the RFP specification, documenting equivalence for dimensions, quality performance, etc. **Unless indicated otherwise,** Vendors may offer more than one alternate with required supporting documentation. Where certain brands or part numbers are specified, it is for illustration or to establish a standard for features and construction. **Unless indicated otherwise,** “or equivalents” are acceptable and

allowed, and Vendors are encouraged to offer varying brands of “equivalent” items and supplies for Northwood Technical College’s consideration.

8. DEVIATIONS FROM PROPOSAL SPECIFICATIONS

Any deviations from proposal item specifications must be clearly documented on the Qualified Vendor Certification Form. Northwood Technical College reserves the right to determine if any noted deviations or qualifying statements indicated in a Proposal are in the best interest of the college, and reserves the option to reject any proposal(s), all proposals, or a portion of a proposal(s), on that basis.

9. RIGHT TO AWARD ALL OR A PORTION

While Vendors are encouraged to quote as many or all of the items listed in this RFP, it is understood that not all items may be available from one Vendor source. Northwood Technical College will have the option to make “split awards” of the items to multiple Vendors or to award to multiple Vendors if it is determined in the best interest of the College. Vendors need to quote prices on a line item basis with the understanding that Northwood Technical College may only order partial items of what the Vendor quoted. If the Vendor can offer additionally discounted prices on the premise that it will receive the entire award, or an award of a select “family” of items, the Vendor should enumerate such additional pricing discount options for Northwood Technical College’s consideration on a separate page attached to their proposal response.

10. WITHDRAWAL OF PROPOSALS

Proposals may be withdrawn by written request received from the Vendor or an authorized representative thereof prior to the time fixed for opening of proposals, without prejudice to the right of the Vendor to file a new proposal. Withdrawn proposals will be returned unopened. Negligence on the part of the Vendor in preparing their proposal confers no right for withdrawal of the proposal after it has been opened.

Proposals may be held by Northwood Technical College for a period not to exceed ninety (90) days from the date of the opening of proposals for the purpose of reviewing the proposals and investigating the qualifications of the Vendors, prior to the awarding of the contract.

11. ACCEPTANCE/REJECTION

Northwood Technical College reserves the right to accept or reject any or all proposals, to waive any technicality or informality in any proposal submitted, and to accept any part of a proposal deemed to best serve the interests and needs of Northwood Technical College and said determination shall be final.

Northwood Technical College reserves the right to reject all proposals received and reissue the RFP if it is determined an adequate level of competition was not obtained, or if the specifications/terms did not allow for a sufficient level of competing proposals to be received, or if desired specifications, features, or standards were not, in the opinion of Northwood Technical College, acceptable.

Northwood Technical College reserves the right to reject a proposal if the evidence submitted by, or investigation of, the Vendor fails to satisfy Northwood Technical College that the Vendor is responsible and qualified to carry out the obligations of the contract or to complete the Statement of Work.

12. FIRM PROPOSALS

All proposals are to be firm for acceptance for a minimum of (90) days from opening and for the specified contract period. Any exception shall be fully noted. The purchase of the item(s) in this RFP is contingent on budget availability. The college may elect to not proceed with this project, or delay the project, or modify the conditions for this project, if so considered to be in the best interest of the college.

13. LIABILITY

Northwood Technical College shall not incur any liability for any cost the vendor may have incurred in preparing and submitting a proposal in response to this RFP.

14. PAYMENT AND DELIVERY TERMS

Net 30 days after product delivery and receipt of invoice. In most cases, advance payments will not be made, and no payments will be made without invoices. Northwood Technical College prefers to pay by Visa, if accepted. All proposed items or services are to be delivered tax exempt, FOB Destination – delivered and installed with freight cost included in the price or otherwise quoted on the Northwood Technical College Qualified Vendor Certification Form (if applicable). For this RFP, we understand a down payment will be necessary as well as other payments based on percent of completion of this project.

15. TAXES

Northwood Technical College is a governmental entity exempt from sales taxes pursuant to Wisconsin Statutes, Section 77.54(9a). Taxes should be excluded in proposals to Northwood Technical College.

16. EVALUATION PROCEDURE, SCORING, AND EVALUATION POINTS

Northwood Technical College evaluates proposals submitted in response to RFP’s based on “best value” to the college using a formal process involving an evaluation committee led by Northwood Technical College employees. The Purchasing Department oversees the evaluation process to ensure it is objective and scoring is based on the requirements communicated to the Vendors in the RFP. Northwood Technical College shall be the sole judge in the subjective matters of a Vendor’s capability, experience, references, etc. as to what best meets the unique needs of Northwood Technical College. Unless a Vendor can cite a specific statute or administrative code being violated, the subjective judgement or scoring by the Northwood Technical College evaluators is not appealable.

17. EVALUATION CRITERIA

Proposals will be scored according to how well the Vendor responds to the following. Proposal evaluation points given by each evaluator will be summed and divided by the number of evaluators to compute an average performance score for each proposal. Cost proposal information will not be available to the Evaluation Committee during this evaluation phase.

<u>Criteria</u>	<u>Description</u>	<u>Points Possible</u>
Criteria 1	<p>Agency Experience and Capabilities</p> <ul style="list-style-type: none"> ▪ Ability to provide account management expertise and continuity: The College would like to maintain the same account manager over the course of the contract. ▪ Capabilities and experience in digital media including remarketing, geofencing, geotargeting, digital display, search engine marketing, search engine optimization, pre-roll, Facebook/Instagram remarketing, SnapChat, TikTok, YouTube, OTT platforms and email marketing across multiple devices including mobile, desktop, and tablets. ▪ Digital media buying software or third-party companies used ▪ How ratings are obtained ▪ Documentation of similar buys in this market ▪ Documentation of similar buys for other technical colleges (Two-year colleges) ▪ Total years in business, including the qualifications of staff supporting the media buying service ▪ Demonstrated methodology for measuring and evaluating the success of media campaigns beyond click-through-rates to fully capture whether prospective students are converting to enrollments. 	35

	<ul style="list-style-type: none"> ▪ Ability to tie or make use of Anthology REACH customer relationship management(CRM) system and prospective and current students already in the system ▪ References 	
Criteria 2	<p>Ability to Meet Specifications</p> <ul style="list-style-type: none"> ▪ The selected agency must be able to provide analysis showing why the specified media was chosen, to include target audience, reach, frequency, estimated cost, as well as what tracking methods will be used to track conversions. ▪ It is expected that the selected agency will use the most recent demographics and ratings data available to determine media purchases. ▪ Ability to do campaign planning including strategizing, digital media support and execution utilizing Northwood Tech’s marketing research and your own best practices and research. ▪ Ability to do A/B testing and continuous optimization of media campaigns ▪ The selected agency must demonstrate a commitment to working with Northwood Tech to develop measurable outcomes for all aspects of the plan, including a focus on ROI. 	35
Criteria 3	<p>Cost and Ability to Maximize with Limited Resources</p> <ul style="list-style-type: none"> ▪ A description of the agency fee structure and/or rates for cost per thousand impressions for each type of media. If creative is extra, please note that as a separate fee. ▪ A budget of \$90,000 includes both agency fees/management and media buys. ▪ Cost points will be awarded based on the “Ratio Method”. With this method, the proposal with the lowest cost receives the maximum points allowed. All other proposals receive a percentage of allotted points based on their relationship to the lowest cost proposal. The following example demonstrates how price points are calculated under the “Ratio Method”. <p style="margin-left: 40px;">Example: The cost for the lowest proposal grand total is \$100,000. The next lowest proposal has a cost of \$125,000. The total points available for cost = 20 points.</p> <p style="margin-left: 40px;">The proposal with the cost of \$125,000 will receive 16 points. $(100,000/\\$125,000) \times 50 = 16$ points.</p>	20
Criteria 4	<p>Creativity</p> <ul style="list-style-type: none"> ▪ Examples of best practices of how you would divide the budget amongst different types of digital media. 	10

Maximum Evaluation Points 100 points

18. VENDOR PRESENTATIONS/MEETINGS

Upon receipt of all proposals meeting the conditions outlined in this RFP and arriving by the specified due date and time, Northwood Technical College reserves the option to meet with a select group (not all) of Vendors that it considers to be in the best interest of Northwood Technical College, to do presentations or clarify details of their proposals to Northwood Technical College staff. If an oral presentation/interview is required of selected finalists, it shall be at the Vendors' expense. However, an award may be made without discussion with the Vendors. Therefore, Vendors are cautioned that proposals should be submitted initially on the most favorable terms, from both a technical and cost standpoint. Unnecessarily elaborate brochures or other presentations beyond that required to present a complete and effective proposal are not desired.

19. BEST AND FINAL OFFER

At its sole discretion, Northwood Technical College may request Vendors to submit a Best and Final Offer (BAFO) for further clarification. BAFOs will be evaluated against criteria identified in #17 "Evaluation Criteria". There is no obligation on the part of Northwood Technical College to request a BAFO. Therefore, Vendors should always submit their best proposal with their original submission.

20. WARRANTY

Northwood Technical College requires the Vendor, not the manufacturer, to coordinate and resolve all issues with regard to the warranty of items. Northwood Technical College will not contact the manufacturer.

21. REFERENCES

Northwood Technical College may assign evaluation points based on comments and reviews of the Vendor's product and/or services as provided by references.

22. RIGHT TO ADDENDUMS

Northwood Technical College reserves the right to amend the terms and specifications of this RFP. In the event of any changes to the terms and/or specifications of this RFP, a formal addendum to the RFP will be issued.

23. QUALIFIED VENDORS

Only proposals from qualified Vendors shall be considered. The "Qualified Vendor Certification Statement" must be completed in full and submitted with the proposal. Factors that may be considered in determining if a Vendor is qualified include (but are not limited to): Vendor competency, financial capacity, ability to render satisfactory product/work and past performance. Northwood Technical College reserves the right to request additional information to make this determination. Northwood Technical College may make a written request for Vendor's P&L, Balance Sheet, Certified Auditor Statements or other financial documents for purposes of evaluation of the financial ability of Vendors to provide the materials, service and/or support specified by this RFP. Northwood Technical College reserves the right to request a site visit to Vendor prior to award.

24. DEBARMENT & SUSPENSION CERTIFICATION

The Vendor certifies by signing the Qualified Vendor Certification Form that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal or state department or Vendor.

25. INDEMNIFICATION, ASSIGNMENT, AND SUBCONTRACT

The Vendor agrees to indemnify, defend and hold Northwood Technical College (including their respective officers, directors, employees, subcontractors and agents) harmless from and against any and all liabilities, damages, fines, expenses, penalties, costs, claims, demands and expenses (including costs of defense, settlement, and reasonable attorneys' fees) of whatever type or nature, including damage or destruction of any property, or injury (including death) to any person, arising out of or related to: (a) any act or omission by the Vendor, its agents, employees or subcontractors, (b) any claims or actions by the Vendors' employees, agents or subcontractors, or (c) the failure of the Vendor its employees, agents, or

subcontractors to comply with this Contract or any applicable provincial, federal, state or local law, rule or regulation that affects the obligations of the Vendor under this Contract.

Neither party shall assign a right or interest, not delegate, or subcontract any obligation owed without the written consent of the other.

26. PUBLIC INSPECTIONS AND RECORD OF PROPOSALS

In order to maintain the integrity of the competitive proposal process, if a request is made under open records laws to view proposals received for this RFP, proposals received will not be made available until an official award decision by Northwood Technical College has been made.

Northwood Technical College cannot ensure that information will not be subject to release if a request is made under applicable public records law. The redacted copy will be open to public inspection under the Freedom of Information Act (FOIA) without further notice to the Vendor.

If you do not send a redacted copy, your entire proposal will be open to public inspection with the exception of financial data (other than pricing). Redacted versions must be submitted adhering to the following:

- a) One (1) electronic file or document EXCLUDING all confidential and proprietary information/documents in Adobe Acrobat 9.0 or greater format. This file must be labeled “[Vendor Name] REDACTED RFP RESPONSE [RFP #].” This is the file that will be submitted to requestors for open records requests. The Vendor should be aware that Northwood Technical College may need to electronically send the redacted materials to members of the public or Vendors when responding appropriately to records requests. Northwood Technical College is not responsible for checking that redactions, when viewed on-screen via electronic file, cannot be thwarted. Northwood Technical College is not responsible for responding to records requests via printed hard copy, even if redactions are only effective on printed hard copy. Northwood Technical College is not responsible if the redacted file the Vendor provides does not adequately protect the information when the redacted file is copied and pasted, uploaded, emailed, and/or transferred via any electronics means.

Proprietary information submitted will be handled in accordance with appropriate procurement regulations and Wisconsin Public Records law. Note: The Wisconsin Public Records law classifies most correspondence with a governmental entity such as Northwood Technical College and member Colleges, as open and available for public inspection. Proprietary restrictions normally are not accepted; however, when accepted it is the Vendor’s responsibility to defend the determination in the event of an appeal or litigation.

27. RIGHT TO NEGOTIATE CONTRACT TERMS & CANCELLATION CLAUSE

Northwood Technical College reserves the right to negotiate the terms of the contract, including the award amount, with the selected Vendor prior to entering into a contract. If contract negotiations cannot be concluded successfully with the lowest proposal Vendor, Northwood Technical College may negotiate a contract with the next lowest proposal Vendor. This choice is solely at the discretion of the College.

Northwood Technical College may, without cause, terminate the Contract by giving written notice of such termination to the awarded Vendor. In the event of such termination, Northwood Technical College shall reimburse the services performed and reasonable expenses actually incurred by the Vendor in relation to the work prior to the Vendor’s receipt of such notice of termination.

28. PAYMENT FOR CONTRACT PERFORMANCE

Upon complete performance of the contract, Northwood Technical College will pay the Vendor for any balance payment due and payable under the terms of the contract within a reasonable and customary time after receipt of a properly prepared and submitted invoice to Northwood Technical College.

29. CONTRACT DOCUMENT

This written document constitutes the entire agreement of the parties to the contract and will supersede any representations, commitments, conditions or agreements made orally or in writing prior to the execution of this contract. The contract shall be between Northwood Technical College and the successful Vendor known herein as the "Vendor" per Sec 16.76(1) Wisconsin Statutes, for the provision of services outlined in the Scope of Work section of this document. Vendors are to include in their proposal submission an advance copy of their standard form or agreement that they would expect Northwood Technical College to sign if they are awarded.

30. CONTRACT TERM

It is the intent of Northwood Technical College to award a contract for a two (2) year term, with the option to renew the contract for up to five (5) additional, concurrent one (1) year terms. The initial contract term will begin October 1, 2024, through September 30, 2026. If all additional renewal options are exercised, the maximum duration of the contract would be through September 30, 2031.

31. INSURANCE

If the Vendor is required to perform work or services onsite at Northwood Technical College the Vendor agrees to maintain commercial liability, bodily injury and property damage insurance against any claim(s) which might occur. Please refer to the "Compliance/Insurance Considerations" in the Scope of Work section of this document for insurance minimum information. Northwood Technical College reserves the right to require higher or lower limits where warranted. Certificate of insurance shall name Northwood Technical College as additional insured and will be submitted by the Vendor to the Northwood Technical College Purchasing Department prior to any work beginning. Vendor also agrees to maintain worker's compensation insurance as required by the state of Wisconsin for all employees engaged in work.

32. DISTRIBUTION OF PROCUREMENT SOLICITATIONS – DOING BUSINESS WITH NORTHWOOD TECHNICAL COLLEGE

Northwood Technical College uses <https://www.northwoodtech.edu/about/purchasing> as their primary procurement document distribution system. Vendors interested in accessing bidding opportunities from Northwood Technical College can visit this site for more information. Vendors are responsible for checking this site for any addendums prior to submitting a proposal.

Suppliers wishing to be notified of all bidding and quoting opportunities with Northwood Technical College can subscribe to <https://www.demandstar.com/app/wapp/registration> for free. Northwood Technical College, is a member of Wisconsin Association of Public Purchasers (WAPP). Varying levels of subscription rates apply for additional services.

Northwood Technical College is not responsible for the content of any bid package received through a 3rd party bid service. It is the sole responsibility of the vendor to ensure the completeness of the documents received from any 3rd party source.

33. UNIFORM COMMERCIAL CODE

Northwood Technical College contract terms will be to the provisions of the Uniform Commercial Code for the State of Wisconsin and Northwood Technical College will be entitled to all rights and remedies of contract as afforded under the provisions the UCC for the State of Wisconsin, not barring any and all state and federal contract provisions that would also apply and pertain to a Northwood Technical College contract of this dollar magnitude and nature.

34. SAFETY REQUIREMENTS

All material, equipment, and supplies provided to Northwood Technical College must comply with all safety requirements as set forth by the Wisconsin Administration Code, Rules of the Industrial Commission on Safety and all applicable OSHA standards. The initial shipment of any items requiring a

SDS must include a SDS for each respective shipping location receiving the items. All items must also meet any applicable OSHA and Wisconsin Department of Commerce specifications for shipping, recording and identification.

35. EQUAL EMPLOYMENT OPPORTUNITY PROVISIONS

The Vendor is to comply with Executive Order 11246 entitled "Equal Employment Opportunity" as amended by Executive Order 11375 and as supplemented in Department of Labor regulations (41 CFR Part 60). Northwood Technical College is an Equal Opportunity Employer and Educator operating under the Affirmative Action Plan.

36. AMERICANS WITH DISABILITIES ACT (ADA) COMPLIANCE

Vendor acknowledges and warrants that their Programs and services are currently in compliance and during the Term of this Agreement shall remain in compliance with all applicable Federal disabilities laws and regulations, including without limitation the accessibility requirements of Section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794d), and its implementing regulations set forth at Title 36, Code of Federal Regulations, Part 1194.

Vendor agrees to promptly respond to, resolve and remediate any complaint regarding accessibility of its products or services in a timely manner and provide an updated version to Customer at no cost. Customer reserves the right to request, from Vendor, a timeline by which accessibility standards will be incorporated into the Programs and Vendor shall provide such a timeline within a commercially reasonable duration of time. Vendor further agrees to indemnify and hold harmless Customer from any claims arising out of its failure to comply with the requirements of this section. Failure to comply with these requirements shall constitute a material breach of this Agreement and shall be grounds for termination of this Agreement by Customer as set forth in this RFP.

37. COOPERATIVE PURCHASING

Wisconsin statutes establish authority to allow Wisconsin municipalities to participate in cooperative purchasing when Vendors agree to extend their terms to them. If the Vendor is willing to provide opportunities for other public agencies to piggyback a Northwood Technical College awarded contract, please complete the "Cooperative Purchasing Agreement" included with this RFP. If you wish to offer discounts in rates based on additional volume of business being added if other public agencies piggyback to a Northwood Technical College awarded contract, please include an additional fee table with your proposal reflecting these discounts.

Any volume/quantity price breaks offered by your company should other public agencies which to piggyback this contract will NOT be factored into Northwood Technical College's award decision for this project (since it cannot be assured if any other public agencies would actually join/piggyback this contract, adding increased business volume to meet any lower discount rates offered).

SECTION III – SCOPE OF WORK

SCOPE OF WORK

Northwood Technical College has a dedicated in-house marketing and public relations team and is seeking a firm to coordinate the digital media services for the college. Northwood Tech may provide creative materials along with the campaign direction. The expectation is that the awarded Vendor and Northwood Tech will meet monthly via Microsoft Teams to analyze results, evaluate ongoing campaigns, and implement upcoming media campaigns. All proposed media schedules must be approved by Northwood Tech before they can be implemented.

We have attached our most recent Media Survey Results (Appendix A) and our newly updated Brand/Style Guide (Appendix B) for your reference.

BUDGET

Assume the college has approximately \$90,000 per contract year (October-September) to spend on a digital marketing plan.

TIMING

Northwood Tech's fiscal year runs July 1 – June 30

PROJECT

Northwood Tech plans to focus marketing on driving enrollment for all programs, any upcoming new programs, as well as increasing awareness on the MN and MI borders that border our region. Other initiatives may include geographic or specific audiences within Northwood Tech's prospects including, but not limited to, dual credit high school students, new prospects living near the new Stillwater bridge in MN, promotion of Northwood Technical College Pathways and enhanced promotion of Northwood Tech's outreach centers and programming offered at outreach centers.

TARGET MARKET

While target markets for specific programs can vary, overall:

Primary: Adults 17-49, Average around 29

Our students come to Northwood Tech for a number of reasons and from many different backgrounds. We have students direct from high school who are looking for the technical skills needed to get them into the workforce or using Northwood Tech as a starting point in their education, knowing they are going to transfer on to receive their bachelor's degree. Most students come to Northwood a few years post high school and are looking to better their lives through education. Dislocated workers come to the college after lay-offs, looking to improve their skills or switch career fields.

Secondary: Business and industry employers/employees

Within the 25-65 age demographic, there will be a significant emphasis in 2015-17 on capturing business and industry employers and employees for professional, custom training, development, testing and licensure for individual employees or whole businesses.

Other audiences include:

- Parents of younger students 16-29
- Northwood Tech district resident/community

GEOGRAPHIC

The Northwood Tech District and target market extends into neighboring states and is comprised of all or parts of the following counties in WI, MN, and MI:

- Superior and Ashland Campuses:
 - Ashland, Bayfield, Douglas, and Iron County in WI, southern St. Louis, Lake and Carlton County in MN, and Gogebic County in MI

- New Richmond Campus:
 - Burnett, Polk, and St. Croix County in WI, Washington County in MN (open to more bordering counties in MN near Stillwater)
- Rice Lake Campus:
 - Barron, Rusk, Sawyer, and Washburn County in WI

PROPOSAL SUBMISSION DETAILS:

Vendors interested in being considered for this contract should submit the following as part of their proposal:

1. A detailed account of agency expertise in digital media buying, highlighting:
 - Capabilities and experience in all media, including:
 - Online media buys, including paid search, display ads, and retargeting ads
 - Mobile phone advertising
 - Social media strategy and ad buys
 - Opportunities in new or non-traditional media (i.e. Pandora radio, etc.)
 - Media buying software used
 - How ratings are obtained (it is expected that the contractor will use the most recent demographics and ratings data available to determine media purchases)
 - Documentation of similar buys in the market
 - Creativity and expertise in campaign strategy and ad design and appropriate landing pages, should that be needed (as of now, the plan is for Northwood Tech to hand over completed campaign ads for branding and programs to be marketed. We will have target demographic information for each program that will be marketed.).
2. Total years in business, with a description of agency services.
3. An outline of the agency’s standard methodology for measuring and evaluating the success of media buys.
4. The number and qualifications of staff available to support the media buying service.
5. Disclosure of relationships with other educational institutions or media firms.
 - Disclosure of any outsourcing to other organizations (subcontracting will not be allowed without prior approval of Northwood Tech)
6. Three agency references, including name, address, telephone number, and email of the organization’s contact person.
7. An example of how your company would divide the budget amongst different types of digital media.
8. A description of the agency fee structure and/or rates.
9. All other forms as outlined on Page 15.

Specifications

1. The selected agency must be able to provide analysis showing why the specified media was chosen, to include reach, frequency, and estimated cost.
2. It is expected that the selected agency will use the most recent demographics and ratings data available to determine media purchases.
3. The selected agency must demonstrate a commitment to working with Northwood Tech to develop measurable outcomes for all aspects of the plan, including a focus on ROI.

SECTION IV – VENDOR PRICING FORM

This form serves as a preliminary cost evaluation tool to ensure a consistent and efficient review process for Procurement. It captures key pricing details for initial consideration.

To provide a comprehensive understanding of your proposal, please submit a separate document outlining your complete fee structure as outlined on Page 13.

Completion of this Vendor Pricing Form is **mandatory** for proposal consideration. Please refrain from altering or modifying this form in any way.

<u>Platforms</u>	<u>Static CPM</u>
Digital Ads: Standard Size mobile and desktop	\$
Meta Ads	\$
SnapChat	\$
OTT (average :30 video)	\$
YouTube	\$
<u>Platforms</u>	<u>Video CPM</u>
Digital Ads: Standard Size mobile and desktop	\$
Meta Ads	\$
SnapChat	\$
OTT (average :30 video)	\$
YouTube	\$
<u>Other Associated Costs</u>	<u>Price</u>
Creative Fees / Hour, if applicable (most creative is done in-house, however we may ask for assistance on occasion)	\$
CRM List Upload fee, if applicable (lists averaging 5,000 households)	\$
GRAND TOTAL	\$

SECTION V – SIGNATURE PAGE

Compliance

Vendor agrees that their proposal complies with all the requirements outlined in the RFP: YES _____ NO _____
(If there are any deviations or exceptions from specifications, conditions or statement of work, vendor is required to note those on a separate page and submit them with this proposal.)

Addendum(s)

List Addendum Numbers you have received (if applicable) _____, _____, _____, _____

Contracts

Is your company on any state or public agency cooperative purchasing contracts for the products and/or services indicated in this RFP? YES _____ NO _____

If yes, list name of contract(s) and contract number(s): _____

Required Documents

All information requested by Northwood Technical College should be attached to the proposal upon submission. Additional information or illustrative literature, if necessary, may also be included. If any of the documents identified as required below are not submitted by the due date and time, your proposal will be rejected. Completed RFP documents to be submitted to Northwood Technical College as outlined in Section II, #6 and #26:

1. Required: Vendor Qualifications
2. Required: Section IV – Vendor Pricing Form
3. Required: Section V – Signature Page
4. Required: Section VI – Qualified Vendor Certification
5. Required: Section VII – References
6. Optional: Section VIII – Cooperative Purchasing Agreement

Vendor Signature

The undersigned, on behalf of the Vendor, certifies: (1) this offer is made without previous understanding, conflict of interest, agreement or connection with any person, firm or corporation making a quotation on the same project; (2) is in all respects fair and without collusion or fraud; (3) the person whose signature appears below is legally empowered to bind the firm in whose name the quotation is entered; (4) they have read the complete Request for Proposal and understand all provisions to perform the work required by the proposed purchase contract documents referred to therein (as altered, amended or modified by addenda); if accepted by Northwood Technical College, this proposal is guaranteed as written and will be implemented as stated; and (6) mistakes in writing of the submitted quotation will be their responsibility.

Vendor Contact Information (please type or print clearly)

Company Name:

Name and Title of contact person:

Name and Title of proposer (if different from above):

Address: _____ Street _____ City _____ State _____ Zip _____

Telephone: _____ Email Address: _____

Signature: _____ Date: _____

SECTION VI – QUALIFIED VENDOR CERTIFICATION FORM

The following questions shall be completed and submitted as part of your proposal response. Failure to provide required forms with your proposal will disqualify your proposal. Please see "Public Inspection of Proposals" in the Instructions to Vendors of this RFP document for information regarding Wisconsin open records laws.

Company Name: _____

Address: _____

Type of Firm Corporation Individual Partnership Other

(If "Other", explain _____)

If you are a corporation, what state are you incorporated in? _____

What year did your business begin? _____

Total Number of Employees: _____ (office and labor staff)

Average number of employees in your organization in the last 12 months: _____

By submitting this proposal, I certify that I am qualified to provide the items and/or services outlined in this Request for Proposal. By placing my initials next to each statement, I attest to the following:

- a. _____ Our company has been in business for at least 3 years.
- b. _____ Our company is an authorized dealer and service agency for any and all products or items provided.
- c. _____ Our company maintains a permanent place of business and is licensed to do business in Wisconsin.
- d. _____ Our company is not presently on any lists maintained by the Wisconsin Department of Administration, or by any other State or the Federal Government, for debarment, suspension, or noncompliance for any violation of any kind, or related to any equal opportunity and/or affirmative action requirement.
- e. _____ Our company is authorized to sell the products being proposed in the RFP, with no claim or suspicion of any kind as to any patent or copyright infringements, or claims of actions pertaining thereto, that would be of a legal concern or issue to your company or to this public agency as it relates to laws regarding patents, copyrights, royalties, infringements, etc.
- f. _____ In connection with the performance of any work covered by this RFP, we agree not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, physical condition, developmental disability, sexual preference, or national origin.
- g. _____ The Vendor agrees it is an independent contractor with respect to the services provided pursuant to this agreement. Nothing in this agreement shall be considered to create the relationship of the employer and employee between the parties.

SECTION VII – REFERENCES

REFERENCES – Please provide the names of at least three (3) company references below (customers of similar size and support requirements to include Higher Education, Foundation):

Company #1

Name and Title of contact person: Click or tap here to enter text.

Address: Click or tap here to enter text.
Click or tap here to enter text.
Click or tap here to enter text.

Telephone: Click or tap here to enter text.

Email Address: Click or tap here to enter text.

Company #2

Name and Title of contact person: Click or tap here to enter text.

Address: Click or tap here to enter text.
Click or tap here to enter text.
Click or tap here to enter text.

Telephone: Click or tap here to enter text.

Email Address: Click or tap here to enter text.

Company #3

Name and Title of contact person: Click or tap here to enter text.

Address: Click or tap here to enter text.
Click or tap here to enter text.
Click or tap here to enter text.

Telephone: Click or tap here to enter text.

Email Address: Click or tap here to enter text.

Company #4

Name and Title of contact person: Click or tap here to enter text.

Address: Click or tap here to enter text.
Click or tap here to enter text.
Click or tap here to enter text.

Telephone: Click or tap here to enter text.

Email Address: Click or tap here to enter text.

SECTION VIII – COOPERATIVE PURCHASING AGREEMENT – Optional

Wisconsin statutes establish authority to allow Wisconsin municipalities to participate in cooperative purchasing when the contractors agree to extend their terms to them. Participating in the service gives vendors opportunities for additional sales without additional bidding. Please be aware that your participation is voluntary. Municipalities use the service to expedite purchases. A “municipality” is defined as any county, city, village, town, school district, board of school directors, sewer district, drainage district, vocational, technical and adult education district, or any other public body having the authority to award public contracts (s. 16.70(8), Wis. Stats.).

Interested municipalities will contact the contractor directly to place orders and are responsible for receipt, acceptance and inspection of goods directly from the contractor, and making payment directly to the contractor. Northwood Technical College in serving as the lead agency initiating this cooperative purchasing program on behalf of other Municipalities, is not party to any disputes arising from purchases made by other municipalities, and is not liable for delivery or payment purchases made by other municipalities.

I Agree to make the products or services of this bid/proposal, as priced, for the period from _____ to _____ available to:

Wisconsin Municipalities (check all that apply):

- Wisconsin Technical Colleges
- University of Wisconsin System
- Wisconsin K – 12 Schools
- Wisconsin Municipalities (Non Educational) – please specify _____
- Within a certain region/section of the state – please specify _____

Indicate here if you would be willing to offer a discount to other public agencies that would “piggyback” and purchase additional items from your firm if a contract is awarded by Northwood Technical College to your firm (ie: other public agencies “piggybacking” a competitively awarded contract rather than needing to issue their own RFP):

- ___ % Discount if a second item/system is purchased or a second public agency purchases from the awarded contract.
- ___ % Discount if a third item/system is purchased or a third public agency purchases from the awarded contract.
- ___ % Discount if a fourth item/system is purchased or a fourth public agency purchases from the awarded contract.

By what date would other public agencies need to make a purchase from your firm before the price break policy expires:

Note in your proposal any special conditions or provisions.

Indicate here if you agree that should a system-wide agreement be executed between the awarded Vendor and the Wisconsin Technical College System (WTCS), or any public cooperative contract agreement that the WTCS is authorized to utilize such as MICTA, NJPA, Federal GSA, etc., Northwood Technical College shall have the option, when such lower price is available for use by the WTCS, to

I Do Not Agree to make the products/services of this bid/proposal available to Wisconsin Municipalities

Signature		Date (mm/dd/yyyy)	
Name (Type or Print)		Title	
		Email:	
Company		Tel: ()	
		Fax: ()	
Address (Street)	City	State	ZIP + 4
Commodity/Service		Request for Bid/Proposal Number 25-96300-CW-DIGITALMARKETING	