

**Title of RFP:** RFP2025-0002-ACCS

**RFP Issue Date:** January 3, 2025

**Purpose:** To seek a company to provide enrollment marketing services designed to engage and attract high school students to Alabama's Community and Technical Colleges as well as the ACCS Innovation Center and to provide a college specific t-shirt to students upon inquiry.

**Procurement Method:** Invited competitive proposals

**Contract Term:** Service specific engagement

**Issuing Office:** Alabama Community College System, Student Success Division

**Issuing Office Point of Contact:** Dr. Neil Scott, email: [neil.scott@accs.edu](mailto:neil.scott@accs.edu)

**Deadline for Receipt of Proposals:** January 24, 2025, at 3:00 p.m. Central Standard Time



## **SECTION I:**

### **INTRODUCTION**

The Alabama Community College System (ACCS) is seeking proposals from qualified and experienced companies to provide comprehensive assistance for higher education marketing services designed to engage high school students during their senior year.

The ACCS is comprised of twenty-four educational institutions, the Alabama Technology Network, and an administrative office.

### **ORGANIZATIONAL HISTORY:**

The ACCS is Alabama's gateway to world-class, affordable education and technical training for the necessary skills to compete in a constantly evolving workforce. The ACCS consists of the System Office, 23 community and technical colleges, the Alabama Technology Network, and Marion Military Institute – one of five junior military colleges in the nation. The Alabama Technology Network (ATN) is a part of the ACCS and the Manufacturing Extension Partnership. ACCS is governed by the Alabama Community College System Board of Trustees.

## **SECTION II: PURPOSE OF RFP**

The purpose of this Invitation for Proposals (IFP), per the specifications listed below, is to seek a company to provide enrollment marketing services to the Alabama Community College System Office to support the engagement and enrollment of all public high school students in Alabama (approximately 56,000). Specifically, the ACCS desires to market to high school students relevant to their current level of interaction with ACCS colleges and provide a college-specific t-shirt to students upon inquiry.

The proposal may have multiple awards based on availability of services for immediate delivery.

## **SECTION III: SCOPE OF SERVICES**

The selected firm will be responsible for providing enrollment marketing services to the Alabama Community College System, that shall include but are not limited to:

### **Enrollment Marketing with T-shirts**

1. Segmenting enrollment marketing to approximately 56,000 high school students relative to their current level of engagement with a community college (applicant, dual enrollment, or none).
2. Design, develop, and deploy print and electronic marketing variable to the segments of high school students identified and variable to the college in which the student has expressed interest.

3. Design and coordinate the packaging and shipping of college-specific t-shirts to the students who respond to marketing messages.
4. Provide a mechanism through which prospective students express interest (RFI, inquiry form, etc.) in ACCS colleges and their programs.
5. Design, develop, and maintain landing pages with content that is tailored appropriately to the student considering factors such as college, region, program, and other key data points.
6. Regularly deliver comprehensive reports on key performance indicators throughout the enrollment year to support the ACCS in making informed decisions about potential marketing strategies and adjustments
7. Integrate seamlessly with Liaison's TargetX solution built on Salesforce CRM.

### **Technical Support and Maintenance**

1. Timely and responsive technical support to address software-related queries and issues.
2. Assistance with troubleshooting, bug fixing, and system maintenance.
3. Provide onboarding technical assistance if necessary to utilize tools and services.

### **Data Security and Confidentiality**

1. Compliance with relevant data protection regulations (e.g., FERPA, GDPR, HIPAA) and industry best practices.
2. Regular data backups and disaster recovery procedures to minimize the risk of data loss.

## **SECTION IV: PROPOSAL REQUIREMENTS:**

The proposal should include the following:

1. Company Overview: A brief overview of your company, including its history, experience with similar clients, and relevant qualifications.
2. Details of the specific services your firm will provide to the Alabama Community College System related to enrollment marketing, variable print, and the coordination of t-shirt packaging and shipment.
  - a. Enrollment Marketing with T-shirts
    - i. How would your company suggest segmenting the high school students to maximize effectiveness of outreach.
    - ii. Does your company have the ability to handle the printing of promotional materials with complete variability by the college a student has selected?
    - iii. Does your company provide a mechanism to collect inquiry-level data on prospective students, t-shirt size, and preferred college?

- iv. Does your company immediately fulfill each inquiry with a landing page providing relevant information to students based on information collected in the inquiry form?
- v. How would your company fulfill the student inquiry and provide a t-shirt of the appropriate size and college name to the inquiring student?
- b. Support and Implementation
  - i. What support and personnel will be dedicated to the ACCS project if your company is selected as the provider of these services?
  - ii. What are the expected deliverables from ACCS during the implementation phase, and what deliverables can ACCS expect from your company during implementation?
  - iii. Is your company equipped to seamlessly integrate with Liaison's TargetX CRM which is built on Salesforce, and what tools and methods will be used in this integration?
  - iv. How does your company receive and respond to requests for technical support and/or issues related to software-related queries and issues?
  - v. Has your company previously engaged in partnerships at the multi-college or system level? If so, please specify the number of institutions or campuses involved.
  - w. Reporting and Communication
    - a. What kind of reporting will you provide regarding the results of campaigns' performance and how often will ACCS receive those reports?
    - b. Will you be able to create reports to assess the number of students impacted and the matriculation of these students to demonstrate the ROI for ACCS?
  - x. Vendor / Partner agrees to meet all information security requirements as outlined in the Alabama Community College System Enterprise Information Security Program (<https://www.accs.edu/wp-content/uploads/2020/12/Chancellors-Procedures-223.01-INFOSEC-10-20-20.pdf>) while handling Alabama Community College System and member institution data.
  - y. A timeline for the proposed services, including estimated completion dates for key milestones.
  - z. A detailed breakdown of the service options to include pricing for each. Please include any assumptions made and any contingencies of which your stated billing structure is based.
  - aa. A listing of 3 references for whom you have provided similar services including entity's name, contact person, title, address, and telephone number.

- bb. Any additional information deemed important in assessing your companies' ability to provide the services requested.
- cc. A certificate of insurance to include professional liability coverage. A selected responder shall be required to have the ACCS and its member institutions' named as additional insureds on its general and professional liability policies.

#### **SECTION V: PROPOSAL SUBMISSION:**

The ACCS will select based on completeness and clarity of the proposal, understanding of the scope of work, prior experience, references, fees, and other factors which in the judgment of ACCS staff might have an impact to the provider's ability to provide services to the ACCS. In order to submit a response, Responders must read and follow all instructions, terms, conditions, and specifications of this RFP.

1. Responses must be received by January 24, 2025, by 3:00 p.m. (CST) at:

**Use address below for Fedex, UPS or USPS Express Mail**

Alabama Community College System  
Attention: Robin Head, Fiscal Agent  
135 South Union Street, Suite 451  
Montgomery, AL 36104

**Use address below if sending by regular or certified mail through USPS.**

Alabama Community College System  
Attention: Robin Head, Fiscal Agent  
P.O. Box 4504  
Montgomery, AL 36130-4504

Email: [robin.head@accs.edu](mailto:robin.head@accs.edu)

**\*\*Late responses will not be accepted\*\***

2. Responses may be submitted or delivered by regular mail or postal service, express or courier service, or hand delivery within a single sealed envelope or package, where the outside clearly identifies the vendor name, the **RFP2025-0002-ACCS**, and Deadline to Respond of January 24, 2025, at 3:00 p.m. Central Standard Time. Email and faxed responses are not accepted.
3. It is the proposer's sole responsibility to ensure delivery in the Fiscal Office by the deadline. ACCS does not accept late responses for any reason including those due to postal or courier service delay.
4. ACCS requires an original and a minimum of one exact copy of the signed response to include any required addendum(s) and documentation. The original and the copy should be submitted together as a response package.

5. An authorized officer of the proposer must sign all proposals in ink and obtain proper notarization; failure to do so will result in rejection of response.
6. Any further information or interpretation of the services requested must be submitted to Dr. Neil Scott at [neil.scott@accs.edu](mailto:neil.scott@accs.edu) no later than 5:00 pm CST on January 16, 2025. Answers to such requests will be placed on the ACCS website at <https://www.accs.edu/vendors/>.

## **SECTION VI: PROPOSER'S RESPONSIBILITY**

A proposer, by submitting a Proposal, represents and understands that:

1. The proposer is familiar with the conditions under which the services defined in this RFP must be performed. The proposer possesses the capabilities, resources, and personnel necessary to provide efficient and successful service to the ACCS; and
2. The proposer shall be solely responsible for all services provided. It is the responsibility of the proposer to verify the completeness of the requirement and its suitability to provide the services described in this RFP.

## **SECTION VII: GENERAL TERMS**

1. All responses become a matter of public record at award. The ACCS accepts no responsibility for maintaining confidentiality of any information submitted with a response whether labeled confidential or not.
2. The Alabama Community College System reserves the right to reject any or all responses and to waive informalities in the best interest of ACCS. The Alabama Community College System reserves the right to not make any awards and re-issue this RFP at any time if it serves the ACCS' best interest.
3. The successful proposer shall, at its sole expense, procure and keep in effect all necessary permits and licenses required for its performance of the requested work or service.
4. The successful proposer shall be required to complete a State of Alabama Disclosure Statement. Alabama Act# 2001-955 requires the disclosure statement to be completed and filed with all proposals, responses, contracts, or grant proposals to the State of Alabama in excess of \$5,000. Any changes to the status of the information on this form will require the submission of an updated form to the ACCS.
5. All selected vendors are required to complete the Alabama Immigration Law Compliance documents and IRS Form W-9.
6. Verification of enrollment in the E-verify program will be required prior to any award to a vendor who employs one or more employees within the State of Alabama. Failure to provide documentation within 5 calendar days of notification will result in the rejection of your response. To enroll in the E-verify program visit <https://www.e-verify.gov/mye-verify>.

7. The ACCS reserves the right, for its convenience and without cause or penalty, to terminate any contract for services at any time with 30 days written notice. This provision may not be changed by subsequent contract.
8. Notwithstanding any other provision in this RFP, the proposing vendors acknowledge and agree that the terms and commitments contained herein shall not constitute a debt of the State of Alabama in violation of Section 213 of the Constitution of Alabama of 1901, as amended by Amendment No. 26.
9. Any contract resulting from an award in connection with this RFP shall include the following terms:
  - a. This agreement shall be governed and construed in accordance with the laws of the State of Alabama without giving effect to any choice or conflict of laws, provisions, or rules (whether of the State of Alabama or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of Alabama.
  - b. It is further agreed that the terms and commitments contained herein shall not constitute a debt of the State of Alabama in violation of Section 213 of the Constitution of Alabama of 1901, as amended by Amendment Number 26.
  - c. If any provision of this agreement shall contravene any statute or constitutional provision, either now in effect or which may be enacted during the term of this agreement, then the conflicting provision of this agreement shall be deemed null and void.
  - d. Contractor understands, acknowledges, and agrees that its sole and exclusive remedy for any claim which may arise from or relate to this agreement is to file a claim with the Board of Adjustment of the State of Alabama.
  - e. By signing this agreement, the parties affirm, for the duration of this agreement, that they will not violate federal immigration law or knowingly employ, hire, for employment, or continue to employ an unauthorized alien within the State of Alabama. Furthermore, a contracting party found to be in violation of this provision shall be deemed in breach of this agreement and shall be responsible for all damages resulting there from.
  - f. This agreement constitutes the sole and entire agreement of the parties to this agreement with respect to the subject matter contained herein, and supersedes all prior and contemporaneous understandings, negotiations, and agreements, both oral and written, with respect to such subject matter.
  - g. In compliance with Act 2016-272, the parties hereby certifies that they not currently engaged in, and will not engage in, the boycott of a person or an entity based in or doing business with a jurisdiction with which this state can enjoy open trade.
  - h. This agreement may be executed in counterparts, each of which shall be deemed and original, but all of which together shall be deemed to be one and the same agreement.
  - i. The Contractor shall provide all materials, supplies, workspace, personnel, and equipment that it deems necessary to perform the services provided for herein.

- j. The relationship between the parties is that of independent contractors. Nothing contained herein shall be construed as creating any agency, partnership, joint venture, or other form of joint enterprise, employment, or fiduciary relationship between the parties, and neither party shall have authority to contract for or bind the other party in any manner whatsoever.