



## Public Relations Services

### RFP 19-011

Release Date: December 20, 2019

Filing Deadline: No later than **4:00 pm PST, January 21, 2020**

Filing Method: File proposals electronically through the Calbright College's PlanetBids Bid Portal. The link to the Bids Portal may be found at:

<https://www.planetbids.com/portal/portal.cfm?CompanyID=40988>

Contact: Calbright Community College District

ATTN: Kathy Hennig

business@calbright.org

Request for Proposal RFP 19-011  
Public Relations Services

Due: January 21, 2020 by 4pm PST

## Who We Are

### We're here to connect the disconnected.

Calbright College is California's newest community college – the first statewide, online campus designed to bridge the gap between employers with unfilled positions and learners who don't have either the time or money to attend a traditional school.

Our model identifies specific jobs in specific fields, deconstructs them into the hard and soft skills necessary to perform with excellence on day one of employment, then creates self-paced curriculum tailored to learner needs. Those program pathways are then supplemented with real-world services like mentorship, paid apprenticeships, and alumni support, providing graduates with the assistance they need to succeed in their new careers.

### We're a public sector startup.

Many of our executives come from the world of venture-backed entrepreneurship. We're a high-velocity organization in startup mode, rapidly standing up "business" infrastructure and, from a messaging standpoint, pressing the problem we're out to solve (i.e., inequality and stagnating wages) to key stakeholder groups.

We are not your standard government organization. We need to move quickly to fulfill our mandate, innovate where we can, and stay laser-focused on learner outcomes.

### We just launched our beta cohort.

Because we're a brand-new technology platform with ambitious plans to scale statewide, we initiated a small launch on October 1st of 300 to 400 learners – our beta cohort. We'll be using their feedback and experience to hone our services, while expanding the number of business partnerships with big-name employers we hope to engage such as Salesforce and Amazon. We're relentlessly focused on our learners' stories, and are ready to take notes and learn from what they love (or dislike) about Calbright v1.1.0.

# What We Need

We're in the market for a best-of-breed public relations agency to help us tell our story across California in a creative way.

## The scope of work.

- We need an agency that'll help us find the right way to frame our mission, vision, and values. We have our legislative mandate, but we want to drill down and define who we are for the sake of our own culture, and for the sake of our storytelling efforts.
- We need an agency that will help us execute a content calendar for our executives and for the organization on social and our other owned media platforms.
- We need an agency that can help us energize and grow our social media following with two or three campaigns from hundreds to thousands.
- We need help finding and organizing thought leadership opportunities in outlets and forums for the big personalities in our c-suite, e.g., Reddit AMAs, Quora sessions, or conferences we may be missing relating to higher ed, workforce development, socially-conscious technology, and the future of work.
- We need help identifying and building relationships with key influencers in California outside the Sacramento bubble, and making a calendar of media opportunities to that end. This could include reporters, bloggers, YouTubers, podcasters – anyone who might be interested in telling the story of how a public sector startup is built, and how we intend to connect people who find themselves stranded in go-nowhere jobs to careers with a living wage and benefits.
- We need an agency that can help us make the most of our inbound media requests, and be a sounding board for which opportunities make the best use of our time.
- We need creative campaign ideas and execution that helps tell Californians who we are, and maximize earned, paid, owned, and social media for launch and partnership events.
- We will need support around our beta cohort launch to ensure expectations are set among key stakeholder groups, with the ability to respond rapidly with accurate information.

- We need an agency to provide a sounding board for our key messages, updated quarterly.
- We will need an agency with strong relationships in statewide media for proactive pitching.
- We need an agency that can ramp up quickly to achieve these goals – with the opportunity to bid for a permanent retainer at the conclusion of the contract.
- We will need to think about immigrant-friendly communications campaigns, with an emphasis on bilingual media.
- We will need to jointly develop communications division quarterly Objectives and Key Results (OKRs).
- We will need a team that can occasionally work on-site (Oakland, CA) as needed to attend key meetings and meet with the leadership team.

## Considerations

### The opportunity.

We've carefully developed messaging to explain our unique role and the benefits of partnership over politics to serve all Californians. However, please note that government affairs and traditional marketing is outside the scope of work for this contract.

### The arena.

There are some roadblocks in our sector that, generally, have presented challenges. Successful agencies will be aware of outside influence and help us navigate these waters as we do our best to work quickly, nimbly, and precisely to serve our learners.

### The timeline.

We're a high-velocity organization. We want an agency that'll help brainstorm with our team to create campaigns that get our messages out to stakeholder groups e.g., learners, legislators, and businesses. Initial contract not to exceed one year, with option to renew upon mutual agreement at the end of February 2020.

## The budget.

Agency service costs: between \$250K to \$300K per year.

# General Provisions

## 1.1 Additional Services

Calbright may elect at any time, to amend any contract awarded hereunder to require the selected firm to provide additional services. In this case, the selected firm and the District will agree mutually on the scope and fees associated with any additional services.

## 1.2 Addenda

The District may modify this RFP or any of its deadline dates set forth in the RFP prior to the date fixed for submission of proposals by issuance of an addendum.

## 1.3 Withdrawal of RFP

The proposers may withdraw its RFP by submitting a written or electronic request signed by a proposer's authorized representative, prior to the time and date specified for proposal submission.

## 1.4 Right of Cancellation

The District reserves the right to cancel this RFP at any time prior to contract award without obligation. The District may reject any or all submittals and may waive any immaterial deviation from the RFP. The District's waiver of an immaterial defect shall in no way modify the RFP documents or excuse the proposer from compliance with other provisions of the RFP.

## 1.5 Nondiscrimination

Calbright does not discriminate on the basis of race, color, national origin, ancestry, sex, age, religion, marital status, gender, disability, or sexual orientation in any of its policies, procedures or practices. LBE/SBE/DVBE are encouraged to participate.

## 1.6 Evaluation of Request for Proposal

Calbright's evaluation is solely for the purpose of determining which firms are deemed most qualified. Responses will be reviewed and a determination made by Calbright based upon the submitted information and any other information available to Calbright. Calbright may request a firm to submit additional information pertinent to the submittal. Calbright also reserves the right

to investigate other available sources in addition to any documents or information submitted by the firm.

## Submission Requirements

Submittals must be via PlanetBids:

<https://www.planetbids.com/portal/portal.cfm?CompanyID=40988>

Submittals are due before 4 pm PST, January 21, 2020.

### Contents of your proposal.

We're looking for a concise proposal that shows:

- Who you are
- How you work with clients
- Examples of previous campaigns
- What you can do for us vis a vis the scope of work outlined above

Some questions to answer:

- How will you address the scope of work? What are some examples?
- What makes your approach unique?
- How has your firm supported clients at an early stage of business maturity?
- What is your firm or agency's experience working in hard-to-reach communities?
- What is your firm or agency's experience working with public sector clients?
- What is your firm or agency's experience working in higher education?

## Our Evaluation Process

Calbright will review and evaluate all proposals to determine responsiveness to the Request for Proposal. Incomplete proposal(s) or those received after the deadline may be rejected. Our evaluation will include a consideration of the criteria listed below:

- Qualifications, background, and prior experience of the firm in conducting similar services.
- The necessary experience, organization, and technical skills to successfully support our goals.
- Overall methodologies for tracking communications campaign results.
- Evaluation of key personnel.

- The responsiveness of the proposal to the tasks to be performed as listed in the Scope of Work.
- The timeliness and speed with which the agency can complete the scope of work.
- Past performance on contracts in terms of quality of work and compliance with schedules.
- Project costs compared with level of effort to be expended.

## Selection Criteria

We will evaluate your proposal against the factors specified below. Total available points are 100.

- Qualifications, experience of proposer; (25 pts)
- Unique creative strategy to address Scope of Work - targeted and tailored to demographics and cultural uniqueness of Californians; (25 pts)
- Cost; (25 pts)
- Level of service offered; (15 pts)
- References and examples; (10 pts)

We will interview selected firms in starting in late January. Submission of a proposal does not guarantee an invitation to present. The Evaluation Team may request the firms to make an oral/visual presentation in connection with the interview.

## Legal Considerations and Definitions

### 2.1 Non-collusion Affidavit

Each Consultant must complete, sign, date, and include with its proposal the Non-Collusion Affidavit attached to this RFP.

### 2.2 Affirmative Action

Calbright requires that a signed copy of an Affirmative Action statement be on file in the District Office for every person, firm, company or corporation with whom the District does business (attached).

### 2.3 **Lowest Fee Consideration**

Any Contract resulting from this RFP will not be awarded based solely on the lowest Fee Proposal submitted to the District, but will be awarded to Respondents whose Proposals contain a combination of desired qualifications and competitive fees. Pursuant to Government Code § 53060, these contracts do not require competitive bidding or award to the lowest responsible bidder. The District further reserves its right to reject all proposals.

### 2.4 **Conflicts of Interest Defined**

Board members shall not be financially interested in any contract made by the Board of Trustees or in any contract they make in their capacity as board members. Board members and employees shall not be financially interested in any contract made by them in their official capacity, as Trustees or in any body or board of which they are members. No trustee, officer, or employee shall make, or in any way attempt to use his or her official position to influence a District decision in which he or she has an economic interest. (*Reference: Board Policy 2710 & 2715, Government Code §§1090, et seq.; 1126; 81000, et seq., and 87200, et seq. Title 2, Section 18730, et seq.*)

### 2.5 **Gift Ban**

1. No person who is doing business with the College shall make any gift to any College officer.
2. No person who is doing business with the College shall make any gift to any designated employee who, by virtue of College employment, could make a governmental decision, participate in making a governmental decision, or use his/her official position to influence a governmental decision regarding the pending business of the donor, or who has done any of the above during the twelve (12) months preceding the donation.
3. No College officer shall solicit or accept any gift from any person whom he/she knows, or has reason to know, is doing business with the College.
4. No designated employee shall solicit or accept any gift from any person whom he/she knows, or has reason to know, is doing business with the College, when such employee, by virtue of College employment, could make a governmental decision, participate in making a governmental decision, or use his/her official position to influence a governmental decision regarding the pending business of the donor, or has done any of the above during the twelve (12) months preceding the donation.
5. No public official shall accept any gift when the identity of the donor is not known to the public official.

## **Remedies**

1. Any College officer who violates the prohibitions of this policy may be sanctioned by the Board in the manner the Board deems appropriate.
2. Any designated employee who violates the prohibitions of this policy shall be subject to discipline for any such violation, including, in appropriate cases, termination of employment.
3. The Board may also refer violations of this policy to the Fair Political Practices Commission, the Sacramento County Grand Jury, and/or the Sacramento County District Attorney.

## **2.6 Purchasing and Contracts**

The Chief Executive Officer/President is delegated the authority to purchase supplies, materials, equipment, and services as necessary to the efficient operation of the College. No such purchase shall exceed the amounts specified by California Public Contract Code §20651, as amended from time to time.

With the exception of contracts entered into by the Chief Executive Officer/President in amounts less than \$100,000, in accordance with the authority delegated to the Chief Executive Officer/President in Board Policy 6100, contracts are not enforceable obligations until they are ratified by the Board. *References: BP 6330, Education Code §§ 75003(d), 75005(d)(1) & (d)(4)(B), 81656, Public Contracts Code §20650, 20651, Government Code §53060*

## **2.7 Debriefings and Protests**

Debriefings are available by request for unsuccessful respondents [business@calbright.org](mailto:business@calbright.org)

Any protest must be received within 5 calendar days of the bid opening, in writing, containing all facts of the protest, to:

Calbright College  
ATTN: Kathy Hennig  
[business@calbright.org](mailto:business@calbright.org)

Failure to comply with protest procedures will result in rejection and waiver of right to further protest

## **2.8 Indemnification**

To the fullest extent permitted by law, Provider shall fully indemnify, defend and hold harmless Calbright College, its Board of Trustees, officers, agents, employees, volunteers, and

independent Providers from claims, demands, causes of actions and liabilities of every kind and nature whatsoever arising out of or in connection with Provider's services performed under this Agreement. This indemnification shall extend to claims occurring after this Agreement is terminated as well as while it is in force.



DATE: \_\_\_\_\_

Subscribed and sworn to (or affirmed) before me on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_

by \_\_\_\_\_ who proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.

\_\_\_\_\_  
Signature, Notary Public (PLACE NOTARY SEAL HERE)

My Commission Expires: \_\_\_\_\_

## Attachment B – RFP 19-011

### DRUG-FREE WORKPLACE CERTIFICATION

I, \_\_\_\_\_, am the \_\_\_\_\_ of  
(Print Name) (Title)

\_\_\_\_\_. I declare, state and certify to all of the following:

(Supplier Name)

I am aware of the provisions and requirements of California Government Code §§8350 et seq., the Drug Free Workplace Act of 1990.

I am authorized to certify, and do certify, on behalf of Supplier that a drug free workplace will be provided by Supplier by doing all of the following:

Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensation, possession or use of a controlled substance is prohibited in Supplier's workplace and specifying actions which will be taken against employees for violation of the prohibition; establishing a drug-free awareness program to inform employees about all of the following:

- (i) The dangers of drug abuse in the workplace;
- (ii) Supplier's policy of maintaining a drug-free workplace;
- (iii) The availability of drug counseling, rehabilitation and employee-assistance programs; and
- (iv) The penalties that may be imposed upon employees for drug abuse violations;

Requiring that each employee engaged in the performance of the Contract be given a copy of the statement required by subdivision (A), above, and that as a condition of employment by Supplier in connection with the Work of the Contract, the employee agrees to abide by the terms of the statement.

Supplier agrees to fulfill and discharge all of Supplier's obligations under the terms and requirements of California Government Code §8355 by, inter alia, publishing a statement notifying employees concerning: (a) the prohibition of any controlled substance in the workplace, (b) establishing a drug-free awareness program, and (c) requiring that each employee engaged in the performance of the Work of the Contract be given a copy of the statement required by California Government Code §8355(a) and requiring that the employee agree to abide by the terms of that statement.

Supplier and I understand that if the District determines that Supplier has either: (a) made a false certification herein, or (b) violated this certification by failing to carry out and to implement the requirements of California Government Code §§8355, the Contract awarded herein is subject to termination, suspension of payments, or both. Supplier and I further understand that, should Supplier violate the terms of the Drug-Free Workplace Act of 1990, Supplier may be subject to debarment in accordance with the provisions of California Government Code §§8350, et seq.

Supplier and I acknowledge that Supplier and I are aware of the provisions of the California Government Code §§8350, et seq. and hereby certify that Supplier and I will adhere to, fulfill, satisfy and discharge all provisions and obligations under the Drug-Free Workplace Act of 1990.

I declare under penalty of perjury under the laws of the State of California that all of the foregoing is true and correct.

Executed at \_\_\_\_\_ this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

(City and State)

\_\_\_\_\_ (Signature)

\_\_\_\_\_ (Printed Name)

# Attachment C – CERTIFICATION OF NON-DISCRIMINATION

TO BE EXECUTED BY THE BIDDER AND SUBMITTED WITH PROPOSAL

Bidder hereby certifies in performing work or providing services for the District, there shall be no discrimination in its hiring or employment practices because of age, sex, race, color, ancestry, national origin, religious creed, physical or mental disability, medical condition, marital status, or sexual orientation, except as provided for in Section 12940 of the California Government Code. Bidder shall comply with applicable federal and California anti-discrimination laws, including but not limited to the California Fair Employment and Housing Act, beginning with Section 12900 of the California Government Code.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Non-Discrimination this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_.

BIDDER \_\_\_\_\_

(Type or print complete legal name of Bidder)

BY \_\_\_\_\_

(Signature)

Name \_\_\_\_\_

(Type or print)

Title \_\_\_\_\_

**Attachment D – RFP 19-011**  
**ACCESSIBILITY COMPLIANCE STATEMENT AND CERTIFICATIONS**

Reinforcing Calbright College’s commitment to equitable access and accessibility, Respondents must complete the requirements of this Accessibility Statement Compliance Certification to be considered responsive to the RFP. With respect to ADA compliance, must demonstrate and deliver the following:

1. Conform to section 508 of the Rehabilitation Act (<http://www.section508.gov/section-508-standards-guide>) and WCAG Level 2.0AA (<http://www.w3.org/TR/WCAG20/>) specifications.
2. Comply with all applicable FCC regulations regarding advanced communications services (<http://www.fcc.gov/encyclopedia/advanced-communications-services-ac>s).
3. Provide support for multi-modal advanced communications services to facilitate communications between individuals using digital text, audio, and video.
4. Resolve immediately any accessibility issues that are discovered or encountered by end users, and communicate a concrete timeframe for resolving the issue(s).
5. Provide an updated VPAT upon request.

By signing below, I attest that I am a duly appointed representative of my organization with authority to commit to the RFP and subsequent agreement’s accessibility obligations; and through the attached Voluntary Product Accessibility Template (VPAT), my organization confirms its commitment to accessibility requirements above and invoked by Calbright Community College District.

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Print Name and Signature

Date

Attachment E – RFP 19-011  
PROPOSAL SIGNATURE FORM

Due date for this form is stated on the Key Action Dates section of this RFP.

The undersigned officer, having become familiar with the Request for Proposal, the specifications, the contract terms and conditions, the solicitation conditions, and the instructions for completing the RFP form, hereby offers to provide the products and services described in the RFP.

Company Name \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Name of Authorized Signer \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Email Address \_\_\_\_\_