



**MINNESOTA STATE**

# **MINNESOTA STATE COLLEGES AND UNIVERSITIES**

## **SYSTEM OFFICE**

### **REQUEST FOR PROPOSAL (RFP) FOR MEDIA BUYER TO SUPPORT MARKETING AND COMMUNICATION EFFORTS**

**MAY 2022**

**REQUEST FOR PROPOSAL (RFP)**

**FOR MEDIA BUYER TO SUPPORT MARKETING & COMMUNICATION EFFORTS**

**Table of Contents**

Notice ..... 3

Definitions ..... 3

About Minnesota State ..... 4

Authority ..... 4

Project Overview ..... 4

Technical/Functional Requirements ..... 5

RFP Information Contact ..... 5

Duration of Offer ..... 6

Minnesota State RFP Terms and Conditions ..... 6

Authorized Signature ..... 6

Selection and Implementation Timeline ..... 6

Contract Term ..... 7

Proposal Deadline ..... 7

Format of Proposals and Submission ..... 7

Proposal Content ..... 7

Required Documents and Forms ..... 8

Selection Process ..... 9

RFP Evaluation Factors ..... 9

Supplier Diversity ..... 10

Preference to Small TG/ED/VO Businesses and Individuals ..... 10

## Notice

This Request for Proposal (RFP) does not obligate the Minnesota State Colleges and Universities system, its Board of Trustees or the System Office to award a contract or complete the proposed project and each reserves the right to cancel this RFP if it is considered to be in its best interest. Proposals must be clear and concise. Proposals that are difficult to follow or that do not conform to the RFP format or binding specifications may be rejected. Responding Vendors must include the required information called for in this RFP. Minnesota State reserves the right to reject a proposal if required information is not provided or is not organized as directed.

Minnesota State also reserves the right to waive minor informalities and reserves the right to:

1. Reject any and all proposals received in response to this RFP;
2. Select a proposal for contract negotiation other than the one with the lowest cost;
3. Negotiate any aspect of the proposal with any Vendor;
4. Terminate negotiations and select the next most responsive Vendor for contract negotiations;
5. Terminate negotiations and prepare and release a new RFP;
6. Terminate negotiations and take such action as deemed appropriate.

Any decision to cancel or reject any and all proposals is the sole discretion of Minnesota State. Minnesota State also reserves the right to change the evaluation criteria or any other provision in this RFP by posting notice of the change(s) on the [Vendors and Suppliers at Minnesota State page](#). Vendors should check the site daily for updates (e.g. amendments, responses to questions) and are expected to review information on the site carefully before submitting a final proposal. Such changes or updates above constitutes written notice to each Vendor.

## Definitions

Wherever and whenever the following words or their pronouns occur in this proposal, they shall have the meaning given here:

**Minnesota State:** State of Minnesota, acting through its Board of Trustees of the Minnesota State Colleges and Universities on behalf of the System Office.

**System Office:** The central system office of Minnesota State Colleges and Universities located at Wells Fargo Place, 30 7th Street East, Suite 350, St. Paul, Minnesota 55101.

**Vendor:** The firm selected by Minnesota State as the successful responder(s) responsible to execute the terms of a contract.

Targeted Group Business (TGB): A business that is at least 51% owned and operated by a woman or person of color.

Minority-Owned Business Enterprise (MBE): Independent business which is at least 51% owned and operated by one or more minority group member (citizen of the United States or permanent resident who is Black, Hispanic, Asian, or American Indian).

Women-Owned Business Enterprise (WBE): Independent business which is at least 51% owned and operated by one or more women.

Economically Disadvantaged (ED) Business and Individuals: Independent business or persons which is at least 51% owned and operated by economically disadvantaged.

Veteran-Owned Business Enterprise (VO): Independent business which is at least 51% owned and operated by one or more veteran.

## About Minnesota State

Minnesota State Colleges and Universities is the third-largest system of state colleges and universities in the United States. As of May 2022, it comprises 33 state colleges and universities with 54 campuses located in 47 Minnesota communities. Minnesota State serves approximately 340,000 students each year. Minnesota State employs more than 15,000 dedicated faculty and staff focused on student success. Minnesota State is an independent state entity that is governed by a 15-member Board of Trustees. For more information about the colleges and universities of Minnesota State, please visit [www.minnstate.edu](http://www.minnstate.edu).

## Authority

This RFP is undertaken by Minnesota State (hereinafter “MINNESOTA STATE”) pursuant to the authority contained in provisions of Minnesota Statutes § 136F.581 and other applicable laws. MINNESOTA STATE will select the Vendor(s) whose proposal(s), and oral presentation(s) if requested, demonstrate in its sole opinion, the clear capability to best fulfill the purposes of this RFP in a cost-effective manner. MINNESOTA STATE reserves the right to accept or reject proposals, in whole or in part, and to negotiate separately as necessary to serve the best interests of MINNESOTA STATE. This RFP does not obligate Minnesota State to award a contract or complete the proposed project and it reserves the right to cancel this RFP if it is considered to be in its best interest.

## Project Overview

MINNESOTA STATE is seeking an agency to assist with media buying to support marketing and communication efforts to promote the system of colleges and universities, not individual colleges or universities. The agency will be tasked with supplying recommendations and proposals for various media purchases during fiscal years 2023 and 2024, as well as assisting with creative. The

budget for this contract period is yet to be determined, but it is anticipated to be between \$375,000 and 425,000. This budget includes any fees paid to the media buyer, monthly reporting, and the cost of the purchased media.

The selected vendor will work with the Minnesota State marketing and communications division to determine the appropriate media based on budget and secure inventory.

## Technical/Functional Requirements

- Hold strategy meeting to discuss goals, key messages, budget, and channels
- Provide recommendations for yearly media buy based on marketing plan and goals
- Secure media inventory and provide creative for digital ads
- Obtain approval for all ads from Minnesota State
- Monitor results
- Meet monthly with Minnesota State marketing team to review results, make recommendations for adjustments, and finalize coming month's plans
- Provide monthly written reports
- Maintain media calendar to ensure media is timely and according to specs

## RFP Information Contact

The authorized representative from MINNESOTA STATE for purposes of responding to inquiries about the RFP is:

Name: Barbara Hein

Title: Director of Marketing

Address: 30 East 7<sup>th</sup> Street, Suite 350, St. Paul MN 55101

Telephone: 651-201-1429

E-mail address: [Barbara.Hein@MinnState.edu](mailto:Barbara.Hein@MinnState.edu)

Other persons are not authorized to discuss RFP requirements before the proposal submission deadline and MINNESOTA STATE shall not be bound by and vendors may not rely on information regarding RFP requirements obtained from non-authorized persons. Questions must include the name of the questioner and his/her telephone number, e-mail address. Anonymous inquiries will not be answered.

## Duration of Offer

All proposal responses must indicate they are valid for a minimum of one hundred eighty (180) calendar days from the date of the proposal opening unless extended by mutual written agreement between MINNESOTA STATE and the Vendor.

Prices and terms of the proposal as stated must be valid for the length of the resulting contract.

## Minnesota State RFP Terms and Conditions

This RFP includes and incorporates the RFP Terms and Conditions for MINNESOTA STATE. Vendors should be aware of the MINNESOTA STATE RFP terms and conditions in preparing responses to this RFP. Much of the language reflected in any resulting contract with MINNESOTA STATE is required by statute. If you take exception to any of the language in the terms and conditions, you must indicate those exceptions in your response to the RFP; certain exceptions may result in your proposal being disqualified from further review and evaluation. Only those exceptions indicated in your response to the RFP will be available for discussion or negotiation.

## Authorized Signature

The proposal must be completed and signed in the firm's name or corporate name of the Vendor and must be fully signed by an authorized representative of the Vendor. Proof of authority of the person signing must accompany the response.

## Selection and Implementation Timeline

Key Dates	Timeline
Monday, May 9, 2022 and Monday, May 16, 2022	Publishes RFP notice in State Register
Friday, May 20, 2022	Deadline for Vendors to submit clarifying questions
Friday, May 27, 2022	Publish answers to RFP questions from vendors
Friday, June 10, 2022 at 4 p.m.	Deadline for RFP proposal submissions
Monday, June 13 – Friday, June 17, 2022	Review of Proposals
Tuesday, June 21, 2022	Vendor selected and notified

MINNESOTA STATE reserves the right to not award a contract. The dates noted above are estimates, but are reasonable for the purposes of presenting deadlines.

## Contract Term

MINNESOTA STATE desires to enter into a contract with the successful Vendor(s) effective August 1, 2022 or on the date the last recognized signature is obtained, whichever occurs later. The length of such contract(s) will be twenty-three (23) months. If MINNESOTA STATE and Vendor are unable to negotiate and sign a contract by September 1, 2022, then MINNESOTA STATE reserves the right to seek an alternative Vendor(s).

## Proposal Deadline

Submitted proposals must be received at the following address not later than 4 p.m. Friday, June 10, 2022.

Institution: Minnesota State

Name: Margie Takash

Title: Marketing and Communications Assistant

Mailing Address: 30 East 7<sup>th</sup> Street Suite 350, St. Paul MN 55101

## Format of Proposals and Submission

The Vendor shall submit two (2) printed copies of its RFP response and one copy on digital media with the RFP response in Microsoft Word format. Proposals are to be sealed in mailing envelopes or packages with the Vendor's name and address clearly written on the outside. One copy of the proposal must be unbound and signed in blue or black ink by an authorized representative of the vendor. Proof of authority of the person signing must accompany the response.

Proposals received after the Proposal Deadline date and time will not be considered. Fax, mail, and e-mail responses will not be considered. Proposals made in pencil will be rejected. Alterations in cost figures used to determine the lowest priced proposal will be rejected unless initialed in ink by the person responsible for or authorized to make decisions as to price quoted. The use of "white out" is considered an alteration.

## Proposal Content

Vendors must submit the following information:

1. **Expressed Understanding of the Proposal:** A statement of the objectives, goals, and tasks to show or demonstrate the vendor's view and understanding of the nature of the contract.

2. **Work Plan:** A description of the deliverables to be provided by the vendor along with a detailed work plan that identifies the major tasks to be accomplished, innovative approaches to media buying for Minnesota State the vendor might recommend, reporting information, as well as the basis for invoicing.
3. **Qualifications of Vendor and its Personnel:** An outline of the vendor's background and experience with examples of similar work done by the vendor and a list of personnel who will conduct the project, detailing their training, and work experience. Resumes or other information about project personnel should not, if possible, contain personal telephone numbers, home addresses or home email addresses. If it is necessary to include personal contact information, please clearly indicate in the proposal that personal contact information is being provided.
4. **Cost/Value:** Identify how Minnesota State will be charged, including any fees charged for management or reporting. Terms of Payment

Payment shall be made by MINNESOTA STATE promptly after Vendor's presentation of invoices for services performed and acceptance of such services by the MINNESOTA STATE authorized representative. All services provided by the Vendor pursuant to the resulting contract shall be performed to the satisfaction of MINNESOTA STATE, as determined at the sole discretion of its authorized representative, and in accordance with all applicable federal, state and local laws, ordinances, rules and regulations. The Vendor shall not receive payment for work found by MINNESOTA STATE to be unsatisfactory or performed in violation of any applicable federal, state or local law, ordinance, rule or regulation.

## Required Documents and Forms

1. Affidavit of Non-Collusion. **All** vendors must complete the [Affidavit of Non-Collusion](#) and submit it with the response.
2. Conflicts of Interest. Vendor must provide a list of all entities with which it has relationships that create, or appear to create, a conflict of interest with the work that is contemplated in this request for proposals. The list should indicate the name of the entity, the relationship, and a discussion of the conflict.
3. Workforce Certificate. For all contracts estimated to be in **excess of \$100,000**, vendors are required to complete the Minnesota Department of Human Rights [Workforce Certificate Form](#) and submit your certification with the response (including extension options).
4. Equal Pay Certification. For all businesses with **40 or more employees** and a contract is estimated to be in **excess of \$500,000**, responders are required to complete the Minnesota Department of Human Rights [Equal Pay Certificate Form](#) or claim exemption prior to contract execution. Submit your certification with the response (including extension options).



5. Supplier Diversity. If applicable, eligible certified TGBs businesses will receive preference in the evaluation of its proposal as outlined below. Submit your certification with the response. [Supplier Diversity Form](#).
6. Preference to Small TG/ED/VO Businesses and Individuals. If applicable, eligible certified ED/VO businesses will receive preference in the evaluation of its proposal as outlined below. Submit your certification with the response.

## Selection Process

The selection process includes the chief marketing and communications officer, the director of marketing, and the marketing and communications assistant. This group will evaluate the proposals and make the final decision.

## RFP Evaluation Factors

The following factors and their identified weight will be used by Minnesota State to evaluate the responses:

No.	Evaluation Factors	Weight
1.	Expressed understanding of the proposal	20%
2.	Work Plan and innovative ideas	20%
3.	Price [OR Price in relation to level of service to be provided]	30%
4.	Qualifications of Vendor and relevant (higher education) experience	20%
5.	Targeted Business Inclusion; respondent is a certified TGB and/or respondent commits to sub-contracting 10% or more of the value of the contract to a certified TGB	10%
	<b>Total</b>	<b>100%</b>
6.	Preference to TG/ED/VO Businesses and Individuals, if applicable*.	6%

*\*Preferences are to be applied by adding 6% to the final cost proposal submitted by non-TGB/ED/VO respondents.*

MINNESOTA STATE reserves the right to name a date which all responding Vendors will be invited to present demonstrations or participate in an interview.

MINNESOTA STATE does not agree to reach a decision by any certain date although it is hoped the evaluation and selection will be completed by the date identified in the Selection and Implementation Timeline.

A proposal may be rejected if it is determined that a Vendor's ability to work with the existing infrastructure will be too limited or difficult to manage.

## Supplier Diversity

Pursuant to policy 5.14 and Minn. Stat. 16C.16, MINNESOTA STATE is committed to taking affirmative action to ensure that minority-owned (MBEs) and women-owned (WBEs) businesses are given equal opportunity to provide their goods & services to MINNESOTA STATE. Targeted Group Business (TGB) inclusion is a part of the criteria for this RFP to facilitate MINNESOTA STATE'S fulfillment of this commitment.

For all goods & services contracts estimated to be in excess of \$50,000, all responding Vendors are required to complete the attached [Supplier Diversity Form](#) and attach hard copies of TGBs certificates verifying that the Vendor is certified by one of the certifying agencies recognized by MINNESOTA STATE. Vendors are **not** required to include TGBs in their bid response; however, it should be noted that TGB inclusion is ten percent (10%) of the total proposal criteria.

Minnesota State recognizes certifications from at least one the following certifying agencies:

- [State of Minnesota – Department of Administration](#)
- [Central \(CERT\) Certification Program](#)
- [North Central Minority Supplier Development Council](#)
- [Women's Business Development Center](#)

## Preference to Small TG/ED/VO Businesses and Individuals

In accordance with Minnesota Rules, part 1230.1810 and Minn. Stat. §16C.16, the basis of award is that of a certified prime TG, ED, and VO business or individual will receive a six percent (6%) preference. Preferences are not cumulative; the total percentage of preference granted on a contract may not exceed the highest percentage of preference allowed for that contract. The points are applied to the final cost of the evaluation of the project. Eligible, verified, small businesses currently listed in the [Directory of Certified TG/ED/VO](#) are eligible for the preference.

Vendors interested in becoming a certified should refer to the [Office of Equity in Procurement](#) with the State of Minnesota.