



# REQUEST FOR INFORMATION #DO190220

## MARKETING SERVICES

### FOR

## KERN COMMUNITY COLLEGE DISTRICT

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### NOTICES/INSTRUCTIONS

#### 1.1 INTRODUCTION

This request is for information only to assist the Kern Community College District on behalf of the members of the Alliance for College and Career Pathways, and Alliance partners (KCCD) in determining how best to fulfill the purpose and requirements described herein.

Should the KCCD determine to proceed with a solicitation based on the responses to this Request for Information (RFI), the solicitation to be issued may be either a formal Request for Proposal (RFP) to be handled in accordance with KCCD purchasing policies and procedures.

#### 1.2 PURPOSE

The purpose of this Request for Information (RFI) is to solicit technical and performance narratives along with suggested pricing information from vendors; and identify additional supply or product resources that would reach a minimum of 50-75% high school age students and their parents with general and specific high school to community college career pathways education opportunity information. Please describe and price these two target markets separately. Please describe and price the general pathway message, content, and products separately from the specific pathway message, content, and products. Please price the web page and related services separately from other products or services.

#### 1.3 BACKGROUND

The multi-campus Kern Community College District serves an area of approximately 24,800 square miles in parts of Kern, Tulare, Inyo, Mono and San Bernardino counties through programs of Bakersfield College, Cerro Coso Community College and Porterville College. The California Community College Chancellor's Office has developed various media content including videos, text content, and other materials focused on Community College career pathways that are available for use at no cost or at little cost for the contemplated campaign. Additionally, the Central Valley Mother Lode Region has also engaged a marketing firm to develop additional materials and content for use at no cost or little cost. The purpose of this RFI is to determine the needs, process, and pricing to connect the community college focused marketing content and products developed to highlight our local high school pathways that

dovetail into our college pathways. Please propose cost effective methods of utilizing the materials that have already been developed to illustrate the pathway connectedness between our high school and college partners. This content and materials would drive target market inquiries to a partnership-wide web page. The partnership web page would provide limited information and cross links to active partner web pages.

#### 1.5 **RESPONSE REQUIREMENTS**

Please keep your response to 10 pages or less. As it is anticipated that firms will submit brochures and marketing information, KCCD may not be able to copy such material. Interested firms are requested to provide one (1) electronic copy and three (3) hardcopies of all documents/materials submitted.

RFI response should contain the following:

- **Contact Information**

Please provide the following contact information:

- Company Name
- Address
- Name of the individual who will act as primary point of contact for inquiries
- Contact Person's Telephone Number
- Contact person's Facsimile number
- Contact Person's Email Address

- **Approach**

Based on the project information provided to date, briefly describe the approach you would recommend for this project and why. Describe and price the general pathway message, content and products separately from the specific pathway message, content and products.

- **Comments**

Please provide your evaluative comments on the project description and requirements outlined in this document. Include any suggestions or advice regarding the design, implementation, management, technology, etc. of this contemplated project. Detail what additional information or clarifications would be needed in order to prepare a comprehensive proposal in the future. Propose cost effective methods of utilizing the materials that have already been developed to illustrate the pathway connectedness between our high school and college partners.

#### 1.6 **SUBMISSION OF INFORMATION**

**Submit written responses of literature and pricing no later than Wednesday, February 20, 2019 at 2:00pm.**

To:

Cammie Ehret-Stevens, Purchasing Coordinator/Analyst  
Kern Community College District  
2100 Chester Avenue  
Bakersfield, CA 93301

TELEPHONE: (661) 336-5155

Questions or comments may be sent to [cammie.ehret@kccd.edu](mailto:cammie.ehret@kccd.edu) or faxed to (661) 336-5155, no later than Wednesday, February 13, 2019 at 12:00pm.

1.7 **OUTCOME**

This Request for Information (RFI) is not a competitive solicitation. The Kern Community College District (KCCD) does not guarantee any formal solicitation will be generated from responses to this RFI. Each vendor submitting information is responsible for all costs associated with preparing and submitting a response to this RFI. KCCD is under no obligation to reimburse Vendor for any proposal costs or incur any costs on Vendor's behalf.

All information received by the District will be considered a "Public Record" as defined in California Government Code section 6252 and shall be open to public inspection, except to the extent of the Vendor designates trade secrets or other proprietary material to be confidential. Any documentation which the Vendor believes to be a trade secret must be provided to the District in a separate envelope or binder and must be clearly marked as a trade secret. The District will endeavor to restrict distribution of material and analysis of the proposals. Vendors are cautioned that materials designated as trade secrets may nevertheless be subject to disclosure and the District shall in no way be liable or responsible for any such disclosure. Vendors are advised that the District does not wish to receive material designated as trade secrets and requests that Vendors not supply trade secret materials unless absolutely necessary. No part of the Vendor's proposal or supporting materials will be returned and such material will become the property of the District unless portions of the materials submitted are designated as proprietary at the time of submittal, and are specifically requested to be returned.