

# **STATE OF NORTH CAROLINA**

## **WAKE TECH COMMUNITY COLLEGE (WTCC)**

**Request for Proposal #: RFP 130-WTCC 1880581657-25AL**

**Traditional & Digital Media Buying Services**

**Date of Issue: February 2, 2026**

**Proposal Opening Date: March 4, 2026**

**At 2:00 PM ET**

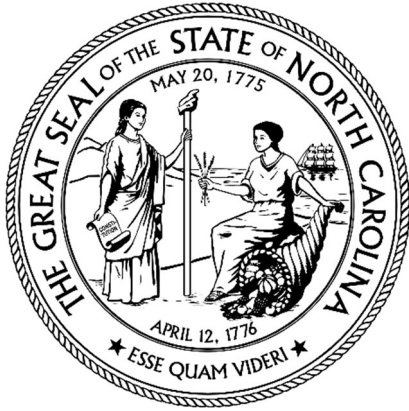
**Direct all inquiries concerning this RFP to:**

Abelardo Carlos Lopez

Procurement and Contracts Manager

Email: [aclopez6@waketech.edu](mailto:aclopez6@waketech.edu)

Phone: (919)866-5504



## STATE OF NORTH CAROLINA

### Request for Proposal #

**RFP 130-WTCC 1880581657-25AL**

For internal State agency processing, including tabulation of proposals, provide your company's eVP (Electronic Service Provider Portal) Number. Pursuant to G.S. 132-1.10(b) this identification number shall not be released to the public. **This page will be removed and shredded, or otherwise kept confidential, before the procurement file is made available for public inspection.**

**This page shall be filled out and returned with your proposal.  
Failure to do so may subject your proposal to rejection.**

Service Provider Name

Service Provider eVP#

**Note:** For a contract to be awarded to you, your company (you) must be a North Carolina registered Service Provider in good standing. You must enter the Service Provider number assigned through eVP (Electronic Service Provider Portal). If you do not have a Service Provider number, register at <https://Service Provider.ncgov.com/Service Provider/login>

### STATE OF NORTH CAROLINA Wake Technical Community College

Refer ALL Inquiries regarding this RFP to the Procurement Lead through the Message Board in the Sourcing Tool. See section 2.2 for details:

Request for Proposal #: RFP 130-WTCC 1880581657-25AL

Proposals will be publicly opened: March 4, 2026, @ 02:00 PM EST

Using Agency: WTCC	Commodity No. and Description: 801716 - Publicity and marketing support services
Requisition No.: TBD	

**EXECUTION**

In compliance with this Request for Proposals (RFP), and subject to all the conditions herein, the undersigned Service Provider offers and agrees to furnish and deliver any or all items upon which prices are bid, at the prices set opposite each item within the time specified herein.

By executing this proposal, the undersigned Service Provider understands that false certification is a Class I felony and certifies that:

- this proposal is submitted competitively and without collusion (G.S. 143-54),
- none of its officers, directors, or owners of an unincorporated business entity has been convicted of any violations of Chapter 78A of the General Statutes, the Securities Act of 1933, or the Securities Exchange Act of 1934 (G.S. 143-59.2), and
- it is not an ineligible Service Provider as set forth in G.S. 143-59.1.

Furthermore, by executing this proposal, the undersigned certifies to the best of Service Provider’s knowledge and belief, that:

- it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any Federal or State department or agency.

As required by G.S. 143-48.5, the undersigned Service Provider certifies that it, and each of its sub-Contractors for any Contract awarded as a result of this RFP, complies with the requirements of Article 2 of Chapter 64 of the NC General Statutes, including the requirement for each employer with more than 25 employees in North Carolina to verify the work authorization of its employees through the federal E-Verify system.

As required by Executive Order 24 (2017), the undersigned Service Provider certifies will comply with all Federal and State requirements concerning fair employment and that it does not and will not discriminate, harass, or retaliate against any employee in connection with performance of any Contract arising from this solicitation.

G.S. 133-32 and Executive Order 24 (2009) prohibit the offer to, or acceptance by, any State Employee associated with the preparing plans, specifications, estimates for public contracts; or awarding or administering public contracts; or inspecting or supervising delivery of the public contract of any gift from anyone with a contract with WTCC, or from any person seeking to do business with WTCC. By execution of this response to the RFP, the undersigned certifies, for Service Provider’s entire organization and its employees or agents, that Service Provider is not aware that any such gift has been offered, accepted, or promised by any employees of your organization.

By executing this bid, Service Provider certifies that it has read and agreed to the **INSTRUCTION TO SERVICE PROVIDERS** and the **NORTH CAROLINA GENERAL TERMS AND CONDITIONS incorporated herein**. These documents can be accessed from the Ariba Sourcing Tool.

**Failure to execute/sign proposal prior to submittal may render proposal invalid and it MAY BE REJECTED. Late proposals shall not be accepted.**

COMPLETE/FORMAL NAME OF SERVICE PROVIDER:		
STREET ADDRESS:	P.O. BOX:	ZIP:
CITY & STATE & ZIP:	TELEPHONE NUMBER:	TOLL FREE TEL. NO:
PRINCIPAL PLACE OF BUSINESS ADDRESS IF DIFFERENT FROM ABOVE (SEE INSTRUCTIONS TO SERVICE PROVIDERS ITEM #21):		
PRINT NAME & TITLE OF PERSON SIGNING ON BEHALF OF SERVICE PROVIDER:		
SERVICE PROVIDER’S AUTHORIZED SIGNATURE*:	DATE:	EMAIL:

**VALIDITY PERIOD**

Offer shall be valid for at least one hundred twenty (120) days from date of bid opening, unless otherwise stated here: \_\_\_\_\_ days, or if extended by mutual agreement of the parties in writing. Any withdrawal of this offer shall be made in writing, effective upon receipt by the agency issuing this RFP.

**ACCEPTANCE OF PROPOSAL**

If your proposal is accepted, all provisions of this RFP, along with the written results of any negotiations, shall constitute the written agreement between the parties (“Contract”). The NORTH CAROLINA GENERAL TERMS AND CONDITIONS are incorporated herein and shall apply. Depending upon the Goods or Services being offered, other terms and conditions may apply, as mutually agreed.

Proposal Number: RFP 130-WTCC 1736862267-25AL

Vendor: \_\_\_\_\_

**FOR STATE USE ONLY:** Offer accepted and Contract awarded this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, as indicated on

The attached certification, by \_\_\_\_\_.

**(Authorized Representative of WTCC)**

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## **1.0 PURPOSE AND BACKGROUND**

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The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified Service Providers to provide comprehensive digital and traditional media strategy, planning, buying, placement, and analytics services. The purpose of this procurement is to consolidate current separate contracts into one integrated agreement that ensures cohesive, cost-effective, and data-driven advertising campaigns. The selected Service Provider will partner with Wake Tech’s Communications and Marketing Division to design and execute campaigns that strengthen brand awareness, drive enrollment growth, support special program initiatives, and deliver measurable return on investment through targeted media placements and real-time performance analytics.

This procurement is being led by WTCC’s Division of Communications and Marketing, which is responsible for developing, implementing, and overseeing the College’s strategic communications, branding, and advertising initiatives. The division works to engage prospective students, strengthen community awareness, and support enrollment and retention efforts in alignment with Wake Tech’s mission and strategic plan.

WTCC is North Carolina’s largest community college, serving more than 70,000 students annually through degree, diploma, certificate, workforce continuing education, and corporate training programs. As part of the North Carolina Community College System, Wake Tech provides accessible, high-quality education and training that supports economic development and advances WTCC’s workforce.

The intent of this solicitation is to award an Agency Specific Contract.

### **1.1. CONTRACT TERM**

The Contract shall have an initial term of one (1) year, beginning on the date of final Contract execution (the “Effective Date. At the end of the Contract’s initial term, the WTCC shall have the option, in its sole discretion, to renew the Contract on the same terms and conditions for up to two (2) additional one-year terms. WTCC will give the Service Provider written notice of its intent to exercise each option no later than 30 days before the end of the Contract’s then-current term. In addition to any optional renewal terms, and with the Service Provider’s concurrence, WTCC reserves the right to extend the Contract after the last active term.

Proposals shall be submitted in accordance with the terms and conditions of this RFP and any addenda issued hereto.

## **2.0 GENERAL INFORMATION**

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### **2.1. REQUEST FOR PROPOSAL DOCUMENT**

This RFP is comprised of the base RFP document, any attachments, and any addenda released before Contract award, which are incorporated herein by reference.

### **2.2. E-PROCUREMENT FEE**

**ATTENTION: This is an NC eProcurement solicitation facilitated by the Ariba Network. The E-Procurement fee may apply to this solicitation. See the paragraph entitled ELECTRONIC PROCUREMENT of the North Carolina General Terms and Conditions.**

General information on the E-Procurement Services can be found at: <http://eprocurement.nc.gov/>.

**What is the Ariba Network?**

The Ariba Network is a web-based platform that serves as a connection point for buyers and Service Providers. Service Providers can log in to the Ariba Network to view purchase orders, respond to electronic requests for quotes, participate in Sourcing Events, and collaborate with buyers on contract documents.

For training on how to use the Sourcing Tool to view solicitations, submit questions, develop responses, upload documents, and submit offers to WTCC, Service Providers should go to the following site:

<http://eprocurement.nc.gov/training/Service Provider-training>.

### **2.3. NOTICE TO SERVICE PROVIDERS REGARDING RFP TERMS AND CONDITIONS**

It shall be the Service Provider’s responsibility to read the Instructions to Service Providers, the North Carolina General Terms and Conditions, all relevant exhibits and attachments, and any other components made a part of this RFP and comply with all requirements and specifications herein. Service Providers are also responsible for obtaining and complying with all Addenda and other changes that may be issued in connection with this RFP.

If Service Providers have questions, issues, regarding any component of this RFP, those must be submitted as questions in accordance with the instructions in the PROPOSAL QUESTIONS Section. If WTCC determines that any changes will be made as a result of the questions asked, then such decisions will be communicated in the form of an RFP addendum. WTCC may also elect to leave open the possibility for later negotiation of specific provisions of the Contract that have been addressed during the question-and-answer period, prior to contract award.

Other than through the process of negotiation under 01 NCAC 05B.0503, WTCC rejects and will not be required to evaluate or consider any additional or modified terms and conditions submitted with Service Provider’s proposal or otherwise. This applies to any language appearing in or attached to the document as part of the Service Provider’s proposal that purports to vary any terms and conditions or Service Providers’ instructions herein or to render the proposal non-binding or subject to further negotiation. Service Provider’s proposal shall constitute a firm offer that shall be held open for the period required herein (“Validity Period” above).

WTCC may exercise in its discretion to consider Service Provider proposed modifications. By execution and delivery of this RFP Response, the Service Provider agrees that any additional or modified terms and conditions, whether submitted purposely or inadvertently, shall have no force or effect, and will be disregarded unless expressly agreed upon through negotiations and incorporated by way of a Best and Final Offer (BAFO). Noncompliance with, or any attempt to alter or delete, this paragraph shall constitute sufficient grounds to reject Service Provider’s proposal as nonresponsive.

### **2.4. RFP SCHEDULE**

The table below shows the intended schedule for this RFP. WTCC will make every effort to adhere to this schedule.

Event	Responsibility	Date and Time
Issue RFP	WTCC	February 2, 2026
Submit Written Questions	Service Provider	February 13, 2026
Provide Response to Questions	WTCC	February 20, 2026
Submit Proposals	Service Provider	March 4, 2026
Contract Award	WTCC	May 31, 2026

**2.5. SITE VISIT or PRE-PROPOSAL CONFERENCE [RESERVED]**

**2.6. PROPOSAL QUESTIONS**

Upon review of the RFP documents, Service Providers may have questions to clarify or interpret the RFP in order to submit the best proposal possible. To accommodate the Proposal Questions process, Service Providers shall submit any such questions by the “Submit Written Questions” date and time provided in the RFP SCHEDULE Section above, unless modified by Addendum.

Questions related to the content of the solicitation, or the procurement process should be directed to the person on the title page of this document via the Sourcing Tool's message board by the date and time specified in the RFP SCHEDULE Section of this RFP. Service Providers will enter “**RFP 130-WTCC 1880581657-25AL – Questions**” as the subject of the message. Question submittals should include a reference to the applicable RFP section. This is the only manner in which questions will be received.

Questions or issues related to using the Sourcing Tool itself can be directed to the North Carolina eProcurement Help Desk at 888-211-7440, Option 2. Help Desk representatives are available Monday through Friday from 7:30 AM ET to 5:00 PM ET.

Questions received prior to the submission deadline date, WTCC’s response, and any additional terms deemed necessary by WTCC will be posted in the Sourcing Tool in the form of an addendum and shall become an Addendum to this RFP. No information, instruction or advice provided orally or informally by any State personnel, whether made in response to a question or otherwise in connection with this RFP, shall be considered authoritative or binding. Service Providers shall rely only on written material contained in the RFP and an addendum to this RFP.

**2.7. PROPOSAL SUBMITTAL**

**IMPORTANT NOTE: This is an absolute requirement.** Late bids, regardless of cause, will not be opened or considered, and will be automatically disqualified from further consideration. Service Provider shall bear the sole risk of late submission due to unintended or unanticipated delay. It is the Service Provider’s sole responsibility to ensure its proposal has been received as described in this RFP by the specified time and date of opening. Failure to submit a proposal in strict accordance with instructions provided shall constitute sufficient cause to reject a Service Provider’s proposal(s). Solicitation responses are subject to Sealed Bidding requirements.

Service Provider’s proposals for this procurement must be submitted through the Sourcing Tool. For training on how to use the Sourcing Tool to view solicitations, submit questions, develop responses, upload

documents, and submit offers to WTCC, Service Providers should go to the following site:

<https://eprocurement.nc.gov/training/Service Provider-training>

Questions or issues related to using the Sourcing Tool itself can be directed to the North Carolina eProcurement Help Desk at 888-211-7440, Option 2. Help Desk representatives are available Monday through Friday from 7:30 AM EST to 5:00 PM EST.

#### Tips for Using the Sourcing Tool

1. Service Providers should review available training and confirm that they are able to access the Sourcing Event, enter responses, and upload files well in advance of the date and time response are due to allow sufficient time to seek assistance from the North Carolina eProcurement Help Desk.
2. Service Providers may submit their responses early to make sure there are no issues, and then submit a revised response any time prior to the response due date and time. WTCC will only review the most recent response.
3. Service Providers should respond to all relevant sections of the Sourcing Event. Certain questions or items are required in order to submit a response and are denoted with an asterisk. The Sourcing Tool will not allow a response to be submitted unless all required items are completed. The Sourcing Tool will provide error messages to help identify any required information that is missing when response is submitted.
4. Simply saving your response in the Sourcing Tool is not the same as submitting your response to WTCC. Service Providers should make sure they complete the submission process and receive a message that their response was successfully submitted.
5. **Only Proposals submitted through the Content Section of the Ariba Sourcing Event will be considered. Proposals submitted through the Message Board will not be accepted or considered for award.**

If confidential and proprietary information is included in the proposal, also submit one (1) signed, REDACTED copy of the proposal. Such information may include trade secrets defined by N.C. Gen. Stat. § 66-152 and other information exempted from the Public Records Act pursuant to N.C. Gen. Stat. §132-1.2. Service Provider may designate information, Products, Services or appropriate portions of its response as confidential, consistent with and to the extent permitted under the statutes and rules set forth above. By so redacting any page, or portion of a page, the Service Provider warrants that it has formed a good faith opinion, having received such necessary or proper review by counsel and other knowledgeable advisors, that the portions determined to be confidential and proprietary and redacted as such, meet the requirements of the Rules and Statutes set forth above. However, under no circumstances shall price information be designated as confidential.

If the Service Provider does not provide a redacted version of the proposal with its proposal submission, the Department may release an unredacted version if a record request is received.

#### 2.7.1. PROPOSAL CONTENTS

Service Providers shall provide responses to all questions and complete all attachments for this RFP that require the Service Provider to provide information and upload them to the Sourcing Event in the Sourcing Tool. Service Provider may not be able to submit its response in the Sourcing Tool unless all required items are addressed. Service Providers shall provide authorized signatures where requested. Failure to provide all

required items, or Service Provider’s submission of incomplete items, may result in WTCC rejecting Service Provider’s proposal, in WTCC’s sole discretion.

Service Provider shall include the following items and attachments in the Sourcing Tool:

- a) Cover Letter, which must contain the following: (i) a statement that confirms that the proposer has read the RFP in its entirety, including all links, and all Addenda released in conjunction with the RFP; (ii) a statement that the Service Provider agrees to perform in accordance with the scope of work, requirements, and specifications contained herein; and (iii) Service Provider’s agreement to comply with all instructions, terms and conditions, and attachments.
- b) Title Page: Include the company name, address, phone number and authorized representative along with the Proposal Number.
- c) Completed and signed version of all EXECUTION PAGES, along with the body of the RFP.
- d) Signed receipt pages of any addenda released in conjunction with this RFP, if required to be returned.
- e) Service Provider’s Proposal addressing all Specifications of this RFP. Reference Specification/SOW paragraph 5.0.
- f) Completed version of ATTACHMENT A: PRICING
- g) Completed and signed version of ATTACHMENT D: HUB SUPPLEMENTAL SERVICE PROVIDER INFORMATION
- h) Completed and signed version of ATTACHMENT E: CUSTOMER REFERENCE FORM
- i) Completed and signed version of ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY SERVICE PROVIDER
- j) Completed and signed version of ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION
- k) Completed and signed version of CERTIFICATION FOR CONTRACTS, GRANTS, LOANS, AND COOPERATIVE AGREEMENTS and OMB STANDARD FORM LLL

\*\*Attachment B through G are found at the following:

<https://www.doa.nc.gov/divisions/purchase-contract/vendor-forms>

**2.7.2. ALTERNATE PROPOSALS**

Unless provided otherwise in this RFP, Service Provider may submit alternate proposals for comparable Goods, various methods or levels of Service(s), or that propose different options. Alternate proposals must specifically identify the RFP requirements and advantage(s) addressed by the alternate proposal. Each proposal must be for a specific set of Goods and Services and must include specific pricing. Each proposal must be complete and independent of other proposals offered. If a Service Provider chooses to respond with various offerings, Service Provider shall follow the specific instructions for uploading Alternate Proposals in the Sourcing Tool.

**2.8. DEFINITIONS, ACRONYMS, AND ABBREVIATIONS**

Relevant definitions for this RFP are provided in 01 NCAC 05A .0112 and in the Instructions to Service Providers found in the Sourcing Tool, which are incorporated herein by this reference.

### **3.0 METHOD OF AWARD AND PROPOSAL EVALUATION PROCESS**

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#### **3.1 METHOD OF AWARD**

North Carolina G.S. 143-52 provides a general list of criteria WTCC shall use to award contracts, as supplemented by the additional criteria herein. The Goods or Services being procured shall dictate the application and order of criteria; however, all award decisions shall be in WTCC’s best interest. All qualified proposals will be evaluated, and awards will be made to the Service Provider(s) meeting the specific RFP Specifications and achieving the highest and best final evaluation, based on the criteria described below.

While the intent of this RFP is to award a Contract(s) to a single Service Provider, the WTCC reserves the right to make separate awards to different Service Providers for one or more line-items, to not award one or more line-items or to cancel this RFP in its entirety without awarding a Contract, if it is considered to be most advantageous to WTCC to do so.

The WTCC reserves the right to waive any minor informality or technicality in proposals received.

#### **3.2 CONFIDENTIALITY AND PROHIBITED COMMUNICATIONS DURING EVALUATION**

While this RFP is under evaluation, the responding Service Provider, including any subcontractors and suppliers, is prohibited from engaging in conversations intended to influence the outcome of the evaluation. See Paragraph 29 of the Instructions to Service Providers entitled COMMUNICATIONS BY SERVICE PROVIDERS.

Each Service Provider submitting a proposal to this RFP, including its employees, agents, subcontractors, suppliers, subsidiaries and affiliates, is prohibited from having any communications with any person inside or outside the using agency; issuing agency; other government agency office or body (including the procurement lead named above, any department secretary, agency head, members of the General Assembly and Governor’s office); or private entity, if the communication refers to the content of Service Provider’s proposal or qualifications, the content of another Service Provider’s proposal, another Service Provider’s qualifications or ability to perform a resulting contract, and/or the transmittal of any other communication of information that could be reasonably considered to have the effect of directly or indirectly influencing the evaluation of proposals, the award of a contract, or both.

Any Service Provider not in compliance with this provision shall be disqualified from evaluation and award. A Service Provider’s proposal may be disqualified if its subcontractor and/or supplier engage in any of the foregoing communications during the time that the procurement is active (i.e., the issuance date of the procurement until the date of contract award or cancellation of the procurement). Only those discussions, communications or transmittals of information authorized or initiated by the issuing agency for this RFP or inquiries directed to the procurement lead named in this RFP regarding requirements of the RFP (prior to proposal submission) or the status of the award (after submission) are excepted from this provision.

#### **3.3 PROPOSAL EVALUATION PROCESS**

Only responsive submissions will be evaluated.

#### **WTCC will conduct a One-Step evaluation of Proposals:**

Proposals will be received according to the method stated in the Proposal Submittal Section above.

All proposals must be received by the issuing agency not later than the date and time specified in the RFP SCHEDULE Section above, unless modified by Addendum. Service Providers are cautioned that this is a request for offers, not an offer or request to contract, and WTCC reserves the unqualified right to reject any and all offers at any time if such rejection is deemed to be in the best interest of WTCC.

At the date and time provided in the RFP SCHEDULE Section above, unless modified by Addendum, the proposal from each responding Service Provider will be opened publicly and all offers (except those that have been previously withdrawn, or voided bids) will be tabulated. The tabulation shall be made public at the time it is created. When negotiations after receipt of bids are authorized pursuant to G.S. 143-49 and 01 NCAC 05B.0503, only the names of offerors and the Goods and Services offered shall be tabulated at the time of opening. If negotiation is anticipated, cost and price shall become available for public inspection at the time of the award. Interested parties are cautioned that these costs and their components are subject to further evaluation for completeness and correctness and therefore may not be an exact indicator of a Service Provider’s pricing position.

At their option, the evaluators may request oral presentations or discussions with any or all Service Providers for clarification or to amplify the materials presented in any part of the proposal. Service Providers are cautioned, however, that the evaluators are not required to request presentations or other clarification—and often do not. Therefore, all proposals should be complete and reflect the most favorable terms available from the Service Provider.

Upon completion of the evaluation process, WTCC will make award(s) based on the evaluation and post the award(s) to the electronic Vendor Portal (eVP), <https://evp.nc.gov>, under the RFP number for this solicitation. Award of a Contract to one Vendor does not mean that the other proposals lacked merit, but that, all factors considered, the selected proposal was deemed most advantageous and represented the best value to WTCC.

WTCC reserves the right to negotiate with one or more Vendors, or to reject all original offers and negotiate with one or more sources of supply that may be capable of satisfying the requirement, and in either case to require Vendor to submit a Best and Final Offer (BAFO) based on discussions and negotiations with WTCC.

**3.4 EVALUATION CRITERIA**

In addition to the general criteria in G.S. 143-52 which may or may not be relevant to this RFP, all qualified proposals will be evaluated, and award made based on considering the following criteria, to result in an award most advantageous to Wake Tech:

EVALUATION CRITERIA	POINTS
<p><b>Technical Response to RFP</b></p> <ul style="list-style-type: none"> <li>• Familiarity with Wake Tech’s brand and services, seamlessly integrated into the proposal, responsiveness to the Scope of Work and questions –(Section 5.5.1) 15 pts</li> <li>• Demonstrated track record of creating highly effective marketing campaigns with measurable ROI. Specialized experience and demonstrated competence in performing similar services regularly in the past five years, including qualifications of on-staff members who will be involved – (Section 5.5.1, 5.5.5)15 pts</li> <li>• Exceptional work that demonstrates knowledge in ROI/KPI metrics with an approach to providing clear and accurate reporting for all campaigns and method for evaluating return on investment –(Section 5.5.3)10 pts</li> <li>• Sample Plan of Action –(Section 5.5.4) (5 points)</li> </ul>	<p><b>50</b></p>

<ul style="list-style-type: none"> <li>• Approach to monitoring ongoing campaigns, synthesizing and analyzing data and KPIs, making responsive adjustments as needed, and the delivery, accuracy and quality of a real-time campaign analytics dashboard that will be accessed by College staff – (Section 5.5.2, 5.5.3) 5 pts</li> </ul>	
<p><b>Service Provider Experience and Qualifications – (Section 5.5.1, 5.5.5)</b></p> <ul style="list-style-type: none"> <li>• Specialized experience and technical competence in performing similar services in the past five years, including qualifications of staff members who will be involved (15 points)</li> <li>• References from previous higher education clients in the past five years, including scope of services, name and telephone number of contact person (15 points)</li> <li>• Expertise in, and adequate knowledgeable staffing and experience, in delivering cost-effective solutions, negotiating favorable media rates, and adhering to budget parameters; Cost for advertising – 10 pts</li> </ul>	<b>40</b>
<p><b>Pricing – (Section 5.5.2, Attachment A – Pricing)</b></p> <ul style="list-style-type: none"> <li>• Websites, mobile apps and games (cost per thousand impressions)</li> <li>• Social media: SnapChat, YouTube, TikTok, Facebook, Instagram, and other similar channels (cost per thousand impressions)</li> <li>• Spotify, Pandora, iHeartRadio, or similar channels (cost per thousand impressions)</li> <li>• Other suggested new digital media tactics, which may be effective outlets for WTCC advertising and prospecting (cost per thousand impressions)</li> <li>• Any other costs for professional services</li> </ul>	<b>10</b>
<b>Total Points</b>	<b>100</b>

**3.5 PERFORMANCE OUTSIDE THE UNITED STATES**

Service Provider shall complete ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY SERVICE PROVIDER. In addition to any other evaluation criteria identified in this RFP, WTCC may also consider, for purposes of evaluating proposed or actual contract performance outside of the United States, how that performance may affect the following factors to ensure that any award will be in the best interest of WTCC:

- a) Total cost to WTCC
- b) Level of quality provided by the Service Provider
- c) Process and performance capability across multiple jurisdictions
- d) Protection of WTCC’s information and intellectual property
- e) Availability of pertinent skills
- f) Ability to understand WTCC’s business requirements and internal operational culture
- g) Particular risk factors such as the security of WTCC’s information technology
- h) Relations with citizens and employees
- i) Contract enforcement jurisdictional issues

**3.6 INTERPRETATION OF TERMS AND PHRASES**

This RFP serves two functions: (1) to advise potential Service Providers of the parameters of the solution being sought by WTCC; and (2) to provide (together with other specified documents) the terms of the Contract resulting from this procurement. The use of phrases such as “shall,” “must,” and “requirements” are intended to create enforceable contract conditions. In determining whether proposals should be evaluated or rejected, WTCC will take into consideration the degree to which Service Providers have proposed or failed to propose solutions that will satisfy WTCC’s needs as described in the RFP. Except as specifically stated in the RFP, no one requirement shall automatically disqualify a Service Provider from consideration. However, failure to

comply with any single requirement may result in WTCC exercising its discretion to reject a proposal in its entirety.

## **4.0 REQUIREMENTS**

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This Section lists the requirements related to this RFP. By submitting a proposal, the Service Provider agrees to meet all stated requirements in this Section as well as any other specifications, requirements, and terms and conditions stated in this RFP. If a Service Provider is unclear about a requirement or specification, or believes a change to a requirement would allow for WTCC to receive a better proposal, the Service Provider is urged to submit these items in the form of a question during the question-and-answer period in accordance with the Proposal Questions Section above.

### **4.1. PRICING**

Proposal price shall constitute the total cost to the WTCC for complete performance in accordance with the requirements and specifications herein, including all applicable charges for handling, transportation, administrative and other similar fees. Complete ATTACHMENT A: PRICING FORM and upload in the Sourcing Tool. The pricing provided in ATTACHMENT A, or resulting from any negotiations, is incorporated herein and shall become part of any resulting Contract.

### **4.2. FINANCIAL STABILITY**

As a condition of contract award, the Service Provider must certify that it has the financial capacity to perform and to continue to perform its obligations under the Contract; that Service Provider has no constructive or actual knowledge of an actual or potential legal proceeding being brought against Service Provider that could materially adversely affect performance of this Contract; and that entering into this Contract is not prohibited by any contract, or order by any court of competent jurisdiction.

Each Service Provider shall certify it is financially stable by completing ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION. WTCC is requiring this certification to minimize potential issues from contracting with a Service Provider that is financially unstable. From the date of the Certification to the expiration of the Contract, the Service Provider shall notify WTCC within thirty (30) days of any occurrence or condition that materially alters the truth of any statement made in this Certification. The Contract Manager may require annual recertification of the Service Provider’s financial stability.

### **4.3. HUB PARTICIPATION**

Pursuant to North Carolina General Statute G.S. 143-48, it is State policy to encourage and promote the use of small, minority, physically handicapped, and women contractors in purchasing Goods and Services. As such, this RFP will serve to identify those Service Providers that are minority owned or have a strategic plan to support WTCC’s Historically Underutilized Business program by meeting or exceeding the goal of 10% utilization of diverse firms as 1st or 2nd tier subcontractors. Service Provider shall complete ATTACHMENT D: HUB SUPPLEMENTAL SERVICE PROVIDER INFORMATION.

### **4.4. SERVICE PROVIDER EXPERIENCE**

The Service Provider must have at least five (5) years of demonstrated experience providing both digital and traditional media buying and placement services for higher education clients or clients of similar size and

complexity. Experience shall demonstrate a minimum of five (5) years of experience with public and/or private sector clients with similar or greater size and complexity to WTCC or College system.

**4.5. REFERENCES**

Service Provider shall upload to the Sourcing Tool at least three (3) references, using ATTACHMENT E: CUSTOMER REFERENCE FORM, for which it has provided Services of similar size and scope to those proposed herein. References shall not be from the same company or from the solicitation WTCC entity. WTCC may contact these users to determine whether the Services provided are substantially similar in scope to those proposed herein and whether Service Provider’s performance has been satisfactory. The information obtained may be considered in the evaluation of the Proposal.

**4.6. BACKGROUND CHECKS**

Any personnel or agent of Vendor performing Services under any Contract arising from this RFP may be required to undergo a background check at the expense of the Vendor, if so requested by WTCC.

**4.7. PERSONNEL**

Service Provider warrants that qualified personnel shall provide Services under this Contract in a professional manner. “Professional manner” means that the personnel performing the Services will possess the skill and competence consistent with the prevailing business standards in the industry. Service Provider will serve as the prime contractor under this Contract and shall be responsible for the performance and payment of all subcontractor(s) that may be approved by WTCC. Names of any third-party Service Providers or subcontractors of Service Provider may appear for purposes of convenience in Contract documents; and shall not limit Service Provider’s obligations hereunder. Service Provider will retain executive representation for functional and technical expertise as needed in order to incorporate any work by third party subcontractor(s).

Should the Service Provider’s proposal result in an award, the Service Provider shall be required to agree that it will not substitute key personnel assigned to the performance of the Contract without prior written approval by the Contract Lead. Service Provider shall further agree that it will notify the Contract Lead of any desired substitution, including the name(s) and references of Service Provider’s recommended substitute personnel. WTCC will approve or disapprove the requested substitution in a timely manner. WTCC may, in its sole discretion, terminate the Services of any person providing Services under this Contract. Upon such termination, WTCC may request acceptable substitute personnel or terminate the contract Services provided by such personnel.

**4.8. SERVICE PROVIDER’S REPRESENTATIONS**

If Service Provider’s Proposal results in an award, Service Provider agrees that it will not enter any agreement with a third party that may abridge any rights of WTCC under the Contract. If any Services, deliverables, functions, or responsibilities not specifically described in this solicitation are required for Service Provider’s proper performance, provision and delivery of the Service and deliverables under a resulting Contract, or are an inherent part of or necessary sub-task included within such Service, they will be deemed to be implied by and included within the scope of the Contract to the same extent and in the same manner as if specifically described in the Contract. Unless otherwise expressly provided herein, Service Provider will furnish all of its own necessary management, supervision, labor, facilities, furniture, computer and telecommunications

equipment, software, supplies and materials necessary for the Service Provider to provide and deliver the Services and/or other Deliverables.

**4.9. AGENCY INSURANCE REQUIREMENTS MODIFICATION**

A. Default Insurance Coverage from the General Terms and Conditions applicable to this Solicitation:

- Small Purchases
- Contract value in excess of the Small Purchase threshold, but up to \$1,000,000.00
- Contract value in excess of \$1,000,000.00

Contractor shall furnish all workers’ compensation, liability insurance, and other insurance as may be required to protect Contractor and College from claims that may result from performance of this Agreement. A Certificate of Insurance shall be provided naming Wake Technical Community College as an additional insured on General Liability and Automobile Liability. Additional insured status shall be primary and non- contributory.

**4.10. LOBBYING ACTIVITY CERTIFICATION FOR FEDERAL GRANTS**

Federal law prohibits recipients of federal funds, whether through grants, contracts, or cooperative agreements, from using those funds to influence or attempt to influence (lobby) a federal official in connection with obtaining, extending, or modifying any federal contract, grant, loan, or cooperative agreement. Further, federal law requires that applicants for federal funds certify:

- that they abide by the above restriction;
- that they disclose any permissible (non-federal) paid lobbying on the Federal Awards being applied for; and
- that such certification requirements will also be included in any subawards meeting the applicable thresholds.

Service Providers must complete and submit the CERTIFICATION FOR CONTRACTS, GRANTS, LOANS, AND COOPERATIVE AGREEMENTS and the OMB STANDARD FORM LLL when responding to this solicitation.

**4.11. SUBCONTRACTORS**

No portion of the work shall be subcontracted without prior written consent of the WTCC. In the event that the Service Provider desires to subcontract some part of the work specified herein, the Service Provider shall furnish with their bid the names, qualifications, and experience of their proposed subcontractors. The Service Provider shall, however, remain solely and fully liable and responsible for the work done by its subcontractor(s) and shall assure compliance with all the requirements and specifications of the contract.

**4.12. SECRETRY OF STATE REGISTRATION**

Upon notification of award, the selected Service Provider(s) shall complete registration with the NC Secretary of State and shall furnish evidence of filing to the Procurement Lead. Failure to provide proof of registration will result in the removal as a selected Service Provider(s) from the contract award. Note that any prolonged (longer than ten (10) business days) notification of evidence of filing may result in a disqualification for award. No purchase orders shall be issued prior to confirmation of completed registration with the Secretary of State.

A contract award under the above-referenced solicitation, and the resulting purchase orders, will produce repeated orders and transactions in North Carolina and will constitute “transacting business” in WTCC, which requires a certificate of authority from the North Carolina Secretary of State as provided in G.S. §55-15-01 (corporations) or §57D-7-01 (LLCs). Please go to: <https://www.sosnc.gov/> to register.

**Service Provider registered with the North Carolina Secretary of State: Yes  No**

## **5.0 SPECIFICATIONS AND SCOPE OF WORK**

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### 5.1 GENERAL

5.1.1. Wake Tech is seeking a services provider for digital and traditional media strategy, buying and placement that has experience working with higher education clients. The selected firm will be responsible for marketing technology, data tracking, analytics, and reporting. The size and scope of advertising campaigns may vary from the creation of materials to the development and campaign execution. The firm chosen will work in close collaboration with the division of Communications and Marketing to place high quality media buys and negotiate added value and reduced rates where feasible.

5.1.2. Our goal is to generate a pipeline of prospective students that will help to meet our admission and enrollment goals, and to utilize media to reach special interest campaign goals.

5.1.3. The awarded vendor will provide Wake Tech with the following services:

- a. Digital and traditional media planning, buying, placement and payment
- b. Recommendations for Wake County local media and sponsorship opportunities
- c. Development or purchase of prospect lists for targeted campaigns
- d. Research, tracking, and reporting
- e. Dedicated and responsive account services team
- f. Strategic advice, campaign planning and guidance
- g. Real-time data analytics for campaign performance monitoring

5.1.4. The selected vendor will:

- a. Be knowledgeable of traditional and digital media and marketing trends, and capable to discern effectiveness of trends and deploy turnkey campaigns
- b. Be experienced in the development and execution of effective targeted campaigns, strategies, and tactics
- c. Be knowledgeable with ways to incorporate advertising into the College’s existing customer relationship management (CRM) and marketing automation systems
- d. Stay informed on local events and opportunities that may be appropriate for geofencing, tv advertising, and sponsorships
- e. Work closely with Wake Tech Communications & Marketing Division staff to build and execute successful marketing campaigns
- f. Develop additional campaigns as needed to help retain current students, attract new students, invite non-completers to return to Wake Tech, target viable prospects for specific academic programs, create special interest campaign goals, and other campaigns as needed.

5.1.5. Target Audiences will include, but are not limited to:

- a. Suspects and Prospects – potential students, some of which have already engaged with the college, based on demographics such as age, gender, location, interests, careers
- b. High school graduates, career changers, individuals who are seeking career advancement
- c. Parents/influencers of prospective students DocuSign Envelope ID: 155CCC3F-503D-4E00-A3D3-28AC3F4C9A01
- d. Visitors to the Wake Tech website, to campuses, and to events including open house and other events
- e. Attendees of specific community locations and events
- d. Current and past Wake Tech students and stakeholders

#### 5.1.6. Development

- a. Develop an overall annual combined traditional and digital marketing plan, including brand awareness and ongoing enrollment campaigns utilizing varied tactics to achieve campaign goals
- b. Develop campaigns targeting parents and high school students. For example:
  - 1. Reaching audiences identified as having completed college preparatory tests (for example, the ACT, American College Testing or SAT, Scholastic Assessment Test)
    - a) To promote the College’s College and Career Promise (Dual Enrollment) program
    - b) To encourage attendance to open house events
    - c) To encourage enrollment
- c. Develop campaigns aimed at adult audiences who:
  - 1. Have not completed a degree
  - 2. Seek career advancement or continuing education for their current career
  - 3. May be unemployed or under employed
  - 4. Are interested in changing careers
- d. Develop campaigns targeting current and past students and stop-outs:
  - 1. To encourage current degree and non-degree students to take the necessary classes in their program of study, to return/enroll, or to take a class that may be relevant to their interests.
- e. Develop campaigns designed to target unique audiences to support specific programmatic campaign goals

#### 5.1.7. Advertising campaigns will include, but are not limited to:

- a. Enrollment for spring, summer and fall semester
- b. Enrollment for under-enrolled or new programs
- c. Open House and other special events
- d. General and ongoing brand awareness
- e. Non-degree Workforce Continuing Education training programs
- f. Campaigns that promote enrollment and achieve specific College strategic plan goals and/or promote special program/campaign goals.

#### 5.1.8. Advertising delivery may include, but is not limited to:

- a. TV, cable, CTV, radio
- b. Print – local magazines, chamber relocation guides, etc.
- c. Websites, mobile apps, and games
- d. Digital search marketing, PPC, remarketing, behavioral targeting, ZTV, ROS, geofencing and other geotargeting
- e. Social media: LinkedIn, SnapChat, YouTube, TikTok, Facebook, Instagram, and other similar channels
- f. Spotify, Pandora, iHeartRadio, or similar channels
- g. Out-of-home media
- h. Other media tactics, which may be effective outlets for College advertising and prospecting

5.1.9. Additional services to include:

- a. Build strategies to drive traffic to the College’s web page(s) by displaying ads as a result of keyword searches, retargeting, behavioral marketing, WebID, lookalike audiences, conquests of competitor sites, and other tactics
- b. Targeting and retargeting of college contacts via digital display ads and video tactics
- c. A/B testing of tactics and advertising graphics to deliver the most effective campaign possible
- d. Provide clear and accurate reporting for all campaigns, monitor success during campaigns and make appropriate adjustments as needed; assist in evaluation of return on investment
- e. Provide a dashboard of campaign analytics that can be accessed by College staff
- f. Determine which activities are effective based on results and data analysis
- g. Negotiate best possible rates with premium media placement
- h. Seek and carry out unique local media opportunities that may be effective such as televised sports and other events, sponsorships, etc.

5.1.10. Design work may be required for digital ads from time to time; requirements:

- a. High quality design consistent with the College’s branding and style
- b. Must be approved by Communications & Marketing Division staff
- c. College will retain exclusive rights to all designs
- d. The vendor shall be responsible to ensure that the work does not violate any copyrights by obtaining any necessary permissions and shall indemnify the College for any copyright infringement.

## 5.2 SPECIFICATIONS

5.2.1. The awarded Vendor will develop and implement paid advertising plans that support student recruitment, enrollment, special campaign and brand awareness goals.

5.2.2. Research and suggest sponsorships for events, organizations, or other opportunities in Wake County, North Carolina that offer the most exposure, community goodwill, and effective return on investment.

5.2.3. Provide cost and performance projections for all assigned campaigns and initiatives.

5.2.4. Carefully track all placements to assure Wake Tech receives task deliverables

5.2.5. Promptly seek make-goods from media outlets for any errors or omissions, or as necessary

5.2.6. Negotiate rates with respect to budget, select ad placements, verification, pay all media invoices, and perform post-buy analyses.

5.2.7. Weekly, monthly, quarterly, and annual performance reports will be required for all media campaigns to measure engagement, effectiveness, and efficiency.

5.2.8. Any media assets and copies of media assets developed by the awarded Vendor will be appropriate to the specific goal of the campaign, adhering to Wake Tech's brand guidelines and editorial style.

5.2.9. Work collaboratively, as needed, with Wake Tech to recommend creative content or copy that would improve the performance of the campaign, or to refresh the creatives and copy as needed.

5.2.10. College will have exclusive ownership of all reports, documents, designs, ideas, materials, concepts, plans, creative works, and other work developed for or provided through this contract.

5.2.11. Effectively conceptualize and deliver campaigns targeting higher education students. Common goals may include but are not limited to recruitment, enrollment, engagement, and retention.

### 5.3 TASKS/DELIVERABLES

#### 5.3.1. Media Planning and Buying

5.3.2. Develop and implement paid advertising plans to support the College's student recruitment and brand awareness goals. Specifically, the awarded bidder will:

5.3.2.1. Provide cost and performance projections for all assigned campaigns and initiatives.

5.3.2.2. Place all social media advertising through the College's existing social advertising platform accounts.

5.3.2.3. Track all placements to assure the College receives deliverables

5.3.2.4. Promptly seek make-goods from media outlets for any errors or omissions

5.3.2.5. Media buying services may include but are not limited to TV, print, radio, and billboards, CTV, social media, search, behavioral marketing, targeted audience development

5.3.2.6. Process and pay invoices to media outlets directly.

5.3.2.7. Optimize campaigns adjusting budgets and parameters based on the research and data collected by the vendor and/or the College

#### 5.3.3. Research, Tracking and Reporting

5.3.3.1. Track all initiatives and provide timely, accurate, and concise reporting on a weekly, monthly, quarterly, and annual basis.

5.3.3.2. Provide analyses of media performance comparing results month over month, year over year, and against researched higher education industry benchmarks.

5.3.3.3. Report by channel and by campaign goal/purpose and by campaign.

5.3.3.4. Reports will also include conversion metrics will include but are not limited to:

- a. Number of inquiries
- b. Cost per inquiry
- c. Inquiry to application rate
- d. Inquiry to enrollment rate
- e. Cost per application
- f. Cost per registration
- g. Any other conversion metrics as available

5.3.3.5. The Vendor’s account team will regularly meet with Wake Tech Communications & Marketing key personnel to provide insights, review data analytics, and identify opportunities to improve efficiency and effectiveness.

5.3.3.6. Perform market research and collect data to determine demographic information for prospective and current students.

5.3.3.7. Analyze data to determine the most effective way(s) to reach the target audience. Analyze market and recommend traditional mediums that communicate the message to the target audience. The selected form of traditional media should be supported by audience media usage analysis or other relevant data.

#### 5.4 PROJECT ORGANIZATION

5.4.1. The awarded Vendor will provide Wake Tech with a dedicated account team, bringing in other experts as needed. At a minimum, the team will provide expert level strategy development, account management, project management, negotiation and media buying, data tracking, reporting and analytics, and recruitment strategy. The team members should have demonstrated experience serving higher education clients and must be highly responsive and client centered.

#### 5.5 SERVICE PROVIDER RESPONSE REQUIREMENTS

Service Providers shall submit a written response addressing each subsection of this Section 5.5. Responses must be clearly labeled and organized using the same numbering and headings provided below. Failure to address all required elements may result in reduced evaluation scores or the proposal being deemed non-responsive.

The purpose of these response requirements is to ensure that proposals are submitted in a consistent format that allows the Evaluation Committee to assess proposals objectively and compare responses on an “apples-to-apples” basis in accordance with Section 3.4, Evaluation Criteria.

5.5.1 Technical Approach and Understanding of the Scope: Service Providers shall describe their understanding of Wake Technical Community College’s objectives and requirements as outlined in Section 5.1 and Section 5.2. At a minimum, the response shall address:

- a. Overall approach to providing integrated digital and traditional media strategy, planning, buying, placement, and payment services
- b. Experience supporting higher education institutions or organizations of similar size and complexity
- c. Approach to collaboration with Wake Tech’s Communications & Marketing Division
- d. Methods used to ensure high-quality media placements, cost efficiency, and added value

5.5.2 Campaign Planning, Execution, and Optimization: Service Providers shall describe their methodology for planning, executing, monitoring, and optimizing advertising campaigns. Responses shall include:

- a. Process for developing annual and campaign-specific media plans
- b. Approach to targeting identified audiences, including prospective students, adult learners, parents, and other stakeholders
- c. Methods for monitoring active campaigns and making real-time or near-real-time adjustments
- d. Approach to negotiating media rates and managing media budgets

5.5.3 Reporting, Analytics, and Performance Measurement: Service Providers shall describe their approach to performance measurement and reporting. Responses shall include:

- a. Key performance indicators (KPIs) and metrics used to evaluate campaign effectiveness and return on investment (ROI)
- b. Reporting cadence (weekly, monthly, quarterly, and annual)
- c. Description of analytics tools, dashboards, or platforms used to report campaign performance
- d. Method for providing Wake Tech staff access to campaign analytics and insights

Service Providers may, but are not required to, submit sample reports or dashboard screenshots for illustrative purposes.

5.5.4 Sample Plan of Action: Service Providers shall submit a Sample Plan of Action responding to the scenario described in Section 3.4, Evaluation Criteria. The Sample Plan of Action shall, at a minimum, include:

- a. Identification of the target audience(s)
- b. Recommended media channels and tactics
- c. Proposed timeline and sequencing of activities
- d. Budget assumptions and cost drivers
- e. Approach to measuring campaign success and outcomes

The Sample Plan of Action will be evaluated as a representative example of the Service Provider’s strategic thinking and execution approach.

5.5.5 Staffing, Account Management, and Organizational Capability: Service Providers shall describe their proposed staffing and account management approach, including:

- a. Organizational structure and roles supporting the Wake Tech account
- b. Identification of key personnel and their relevant experience
- c. Approach to customer service, responsiveness, and issue resolution
- d. Use of subcontractors, if any, and their roles

5.5.6 Value-Added Services and Innovation: Service Providers shall identify any value-added services, innovative approaches, or differentiators that enhance the effectiveness, efficiency, or strategic impact of their proposed services, consistent with the Scope of Work.

## **6.0 CONTRACT ADMINISTRATION**

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All Contract Administration requirements are conditioned on an award resulting from this solicitation. This information is provided for the Service Provider’s planning purposes.

### **6.1. CONTRACT MANAGER AND CUSTOMER SERVICE**

The Service Provider shall be required to designate and make available to WTCC a contract manager.

The contract manager shall be WTCC’s contact for Contract related issues, performance, progress review, scheduling, and service.

Contract Manager Point of Contact	
Name:	
Office Phone #:	
Mobile Phone #:	
Email:	

The Service Provider shall be required to designate and make available to WTCC for customer service. The customer service point of contact shall be WTCC’s point of contact for customer service-related issues (define roles and responsibilities).

Customer Service Point of Contact	
Name:	
Office Phone #:	
Mobile Phone #:	
Email:	

**6.2. INVOICES**

Service Provider shall invoice WTCC. The standard format for invoicing shall be Single Invoices, meaning that the Service Provider shall provide WTCC with an invoice for each order. Invoices shall include detailed information to allow WTCC to verify pricing at point of receipt matches the correct price from the original date of order. The following fields shall be included on all invoices, as relevant:

Service Provider’s Billing Address, Customer Account Number, NC Contract Number, Order Date, Buyer’s Order Number, Manufacturer Part Numbers, Service Provider Part Numbers, Item Descriptions, Price, Quantity, and Unit of Measure.

**INVOICES MAY NOT BE PAID UNTIL AN INSPECTION HAS OCCURRED AND THE GOODS OR SERVICES ACCEPTED.**

**6.3. POST AWARD BUSINESS REVIEW MEETINGS**

The Service Provider, at the request of WTCC, shall be required to meet monthly as needed with WTCC for Business Review meetings. The purpose of these meetings will be to review project progress reports, discuss Service Provider and WTCC performance, address outstanding issues, review problem resolution, provide direction, evaluate continuous improvement and cost saving ideas, and discuss any other pertinent topics.

**6.4. CONTINUOUS IMPROVEMENT**

The WTCC encourages the Service Provider to identify opportunities to reduce the total cost the WTCC. A continuous improvement effort consists of various ways to enhance business efficiencies as performance progresses.

**6.5. MONTHLY REPORTS**

The Service Provider shall be required to provide monthly Management Reports to the designated Contract Lead, by the 2nd Monday of each month. This report shall include, at a minimum, information concerning the work accomplished during the reporting period; planned activities and deliverables for the subsequent reporting period; issues, risks, or problems encountered and proposed mitigation measures; notification of any significant deviation from agreed-upon work plans, schedules, or performance standards; resource utilization and staffing updates; and a summary of key performance indicators (KPIs), milestones, and outcomes achieved relative to contract objectives. These reports shall be well organized and easy to read. The Service Provider shall submit these reports electronically using the format required by the Procurement Entity. The Service Provider shall submit the reports in a timely manner and on a regular schedule as agreed by the parties.

**6.6. ACCEPTANCE OF WORK**

Performance of the work and/or delivery of Goods shall be conducted and completed at least in accordance with the Contract requirements and recognized and customarily accepted industry practices. Performance shall be considered complete when the Services or Goods are approved as acceptable by the Contract Manager/Lead.

**6.7. FAITHFUL PERFORMANCE [RESERVED]**

**6.8. TRANSITION ASSISTANCE**

If a Contract results from this solicitation, and the Contract is not renewed at the end of the last active term, or is canceled prior to its expiration, for any reason, Vendor shall provide transition assistance to WTCC, at the option of WTCC, for up to six (6) months to allow for the expired or canceled portion of WTCC to continue without interruption or adverse effect, and to facilitate the orderly transfer of such Services to WTCC or its designees. If WTCC exercises this option, the Parties agree that such transition assistance shall be governed by the terms and conditions of the Contract (notwithstanding this expiration or cancellation), except for those Contract terms or conditions that do not reasonably apply to such transition assistance. WTCC shall agree to pay Vendor for any resources utilized in performing such transition assistance at the most current rates provided by the Contract for performance of the Services or other resources utilized.

**6.9. DISPUTE RESOLUTION**

During the performance of the Contract, the parties agree that it is in their mutual interest to resolve disputes informally. Any claims by the Service Provider shall be submitted in writing to the WTCC's Contract Manager for resolution. Any claims by the WTCC shall be submitted in writing to the Service Provider's Project Manager for resolution. The Parties shall agree to negotiate in good faith and use all reasonable efforts to resolve such dispute(s).

During the time the Parties are attempting to resolve any dispute, each shall proceed diligently to perform their respective duties and responsibilities under this Contract. The Parties will agree on a reasonable amount of time to resolve a dispute. If a dispute cannot be resolved between the Parties within the agreed upon period, either Party may elect to exercise any other remedies available under the Contract, or at law. This provision, when agreed in the Contract, shall not constitute an agreement by either party to mediate or arbitrate any dispute.

### **6.10. CONTRACT CHANGES**

Contract changes, if any, over the life of the Contract shall be implemented by contract amendments agreed to in writing by the WTCC and Service Provider. Amendments to the contract can only be through the contract administrator.

### **7.0 ATTACHMENTS**

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All attachments to this RFP are the copies found within the Ariba Sourcing Tool, and are incorporated herein, and shall be submitted by responding in the Sourcing Tool.

Attachment link for Attachments B through G are found at :

<https://www.doa.nc.gov/divisions/purchase-contract/vendor-forms>

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**ATTACHMENT A: PRICING SHEET**

Southern Wake Main Campus		Base Contract		
		Hourly Rate	Hourly Rate	Hourly Rate
Item	Description	One (1) year Base Term	Two (2) Year Term	Three (3) Year Term
<b>1</b>	<b>Account Management</b>	\$	\$	\$
	Project Management/Client Services	\$	\$	\$
	Strategic Planning	\$	\$	\$
		\$	\$	\$
<b>2</b>	<b>Media Buy</b>	\$	\$	\$
	Media Strategy/Planning	\$	\$	\$
	Media Negotiating/Placement	\$	\$	\$
	Media Consultation	\$	\$	\$
		\$	\$	\$
<b>3</b>	<b>Research</b>	\$	\$	\$
	Research Consulting and Design	\$	\$	\$
	Research Coordination	\$	\$	\$
	Analysis and Reporting	\$	\$	\$
<b>SUBTOTAL</b>		\$ -	\$ -	\$ -

**OPTIONAL Traditional Media Services or functionalities – may or may not be purchased by WTCC.(See SOW Paragrph 5.3.1)**

ITEM	DESCRIPTION	COST
4	Optional Value Added Services or Functionalities <b>not</b> critical to the Solution’s performance and not included in the table above. These costs must be itemized in detail.	

**Digital Media Services (See SOW Paragraph 5.3.2)**

Item #	QTY.	UOM	DESCRIPTION	COST Base Term of (1) Year	COST Two (2) Year Term	COST Three (3) Year Term
5	1000	impressions	Websites, mobile apps and games (cost per thousand impressions)	\$		
6	1000	impressions	Social media: SnapChat, YouTube, TikTok, Facebook, Instagram, and other similar channels (cost per thousand impressions)	\$		
7	1000	impressions	Spotify, Pandora, iHeartRadio, or similar channels (cost per thousand impressions)	\$		
8	1000	impressions	Other suggested new digital media tactics, which may be effective outlets for WTCC’s advertising and prospecting (cost per thousand impressions)	\$		
9	1		Any other costs for professional services	\$		
<b>Total</b>				\$ -	\$ -	\$ -

**OPTIONAL services or functionalities – may or may not be purchased by WTCC**

ITEM	DESCRIPTION	COST
10	Optional Value Added Services or Functionalities <b>not</b> critical to the Solution’s performance and not included in the table above. These costs must be itemized in detail.	