

**STATE OF NORTH CAROLINA**

**Winston-Salem State University**

**Request for Proposal #: 74-WS2023-0034**

**Enrollment Marketing and  
Brand & Reputation Management Services**

**Date of Issue: October 23, 2023**

**Mandatory Pre-Bid Meeting: October 31, 2023, at 10 am EST**

**Written Question Submission Deadline: November 3, 2023, by 11:59 pm EST**

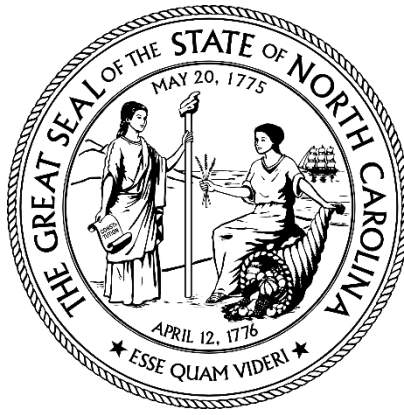
**Responses to Written Questions Deadline: November 17, 2023  
by 11:59 pm EST**

**Proposal Submission Deadline: November 29, 2023, by 1 pm EST**

**Bid Opening: November 29, 2023, at 4 pm EST**

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

**Willa Dean Scott  
Purchasing Specialist  
E-Mail: [scottw@wssu.edu](mailto:scottw@wssu.edu)  
Phone: (336) 750-2943**



## STATE OF NORTH CAROLINA

### Request for Proposal #

**74-WS2023-0034**

For internal University processing, including tabulation of proposals, provide your company's eVP (Electronic Vendor 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.**

\_\_\_\_\_  
Vendor Name

\_\_\_\_\_  
Vendor eVP#

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

Sealed, mailed responses ONLY will be accepted for this solicitation.

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

<b>STATE OF NORTH CAROLINA</b> <b>Division of Winston-Salem State University</b>	
Refer <b><u>ALL</u></b> Inquiries regarding this RFP to: <b>Willa Dean Scott</b> <b>Purchasing Specialist</b> <a href="mailto:scottw@wssu.edu">scottw@wssu.edu</a> <b>(336) 750-2943</b>	<b>Request for Proposal #: 74-WS2023-0034</b> <b>Proposals will be publicly opened: Responses to this RFP will be due on Wednesday, November 29, 2023 by 1 pm EST. All received responses will be opened later that afternoon at 4 pm EST.</b>
<b>Using Agency: Winston-Salem State University</b> <b>Requisition No.: N/A</b>	<b>Commodity No. and Description: Enrollment Marketing and Brand &amp; Reputation Management Services</b>

## **EXECUTION**

In compliance with this Request for Proposals (RFP), and subject to all the conditions herein, the undersigned Vendor 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 Vendor 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 Vendor as set forth in G.S. 143-59.1.

Furthermore, by executing this proposal, the undersigned certifies to the best of Vendor'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 Vendor 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 vendor 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 the State, or from any person seeking to do business with the State. By execution of this response to the RFP, the undersigned certifies, for Vendor's entire organization and its employees or agents, that Vendor is not aware that any such gift has been offered, accepted, or promised by any employees of your organization.

By executing this proposal, Vendor certifies that it has read and agreed to the **INSTRUCTION TO VENDORS** and the **NORTH CAROLINA GENERAL TERMS AND CONDITIONS** incorporated herein.

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

**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 VENDOR:		
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 VENDORS ITEM #21):		
PRINT NAME & TITLE OF PERSON SIGNING ON BEHALF OF VENDOR:		FAX NUMBER:
<b>VENDOR'S AUTHORIZED SIGNATURE*:</b>	<b>DATE:</b>	EMAIL:

**VALIDITY PERIOD**

Offer shall be valid for at least sixty 60 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.

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

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

**Authorized Representative of Winston-Salem State University**

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## 1.0 PURPOSE AND BACKGROUND

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Winston-Salem State University is requesting enrollment marketing and reputation management services. The university has not had a well-structured recruitment marketing campaign in several years and is looking for an agency to assist with planning and execution. This work aims to increase awareness and visibility, increase engagement and relationship building, influence decision-makers, build our branding and image perception, and increase enrollment and yield. This request is an immediate need. The timeline for execution would begin immediately upon bid award and issuance of WSSU purchase order and may be extended to the specified terms of this bid.

The following services are requested in each category:

### **Enrollment Marketing Services:**

- Enrollment communications audit – The vendor is requested to collect and review all internal and external digital and print communications related to enrollment. This includes but is not limited to, inquiry marketing-related communications to prospective students, invitations to on-campus events, admissions instructional communications, search mailers, viewbooks, travel pieces for recruiters, admissions packet, etc.
- Campus visit consultation – Vendor is asked to visit our campus and take a daily campus tour and provide an audit of the tour related to the overall recruitment goals of the university. Vendor is requested to provide a new tour script for guides, tour route map, script for welcome video, and training plan for tour guides.
- Graphic design assistance for enrollment marketing campaigns, apply and visit materials needed, banners, swag, etc. – WSSU has a pre-established recruitment brand. The vendor is asked to translate that campaign brand into designs for digital (social media content and ads, digital campaigns, website, OTT, etc.) and print (recruitment viewbooks, search mailers, postcards, invitations, swag, banners, etc.).
- Apply and visit website landing pages – The vendor is requested to create the design and copy for apply and visit landing web pages. These URLs will be used to direct prospects for recruitment campaigns.
- Apply and visit paid media campaign – The vendor will provide design and copy for a paid media campaign, including strategy and placements in newspapers, local TV, OTT, digital and social media,

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

airports, billboards, and educational journals. This plan should show a month-to-month execution of the media that will be in place.

- Newly designed admissions packet – The vendor will write copy for the new acceptance letter, provide design for the university overview document, and provide design for photo-opp document.
- Writing services: email communication flows for various audiences in the enrollment funnel and CRM (Slate), printed materials (apply travel piece, inquiry pieces, postcard series, yield piece, financial aid/FAFSA piece, graduate school series, apply alumni parent piece, yield student parent piece), social media posts, digital advertisements, traditional advertisements, etc.
- Guidance counselor packets design and distribution plan – The vendor will provide a strategy for guidance counselor packets, including writing copy and designing documents and packaging.
- Graduate program consultation, to include communications audit, website landing pages, apply email communications, and apply paid media campaign - The vendor is requested to collect and review all internal and external digital and print communications related to graduate enrollment. This includes but is not limited to, inquiry marketing-related communications to prospective students, invitations to on-campus events, admissions instructional communications, search mailers, viewbooks, travel pieces for recruiters, admissions packet, etc. The vendor is asked to design and write copy for landing web pages for graduate recruitment. These URLs will be used to direct prospects for recruitment campaigns.

### **Brand and Reputation Management**

- Thought leadership media placement for faculty and administration – the vendor is asked to strategize paid media placement for faculty and staff in state and national educational journals.
- Design for media placement – Design ads for paid media placement for newspapers, TV, digital and social, billboards, airports, etc.
- Paid media placement strategy – the vendor will provide a month-to-month paid media schedule that will include ads for newspapers, TV, digital and social, billboards, airports, OTT, etc.

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

## **1.1 CONTRACT TERM**

The Contract shall have an initial term of 3 years, beginning on the date of the final Contract execution (the “Effective Date”) or January 3, 2024. The Vendor shall begin work under the Contract within 15 business days of the Effective Date.

At the end of the Contract’s initial term, the University 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. The University will give the Vendor written notice of its intent to exercise each option no later than sixty (60) days before the end of the Contract’s then-current term. In addition to any optional renewal terms, and with the Vendor’s concurrence, the University 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.

## **1.0 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 – DOES NOT APPLY TO RFP**

### **2.3 NOTICE TO VENDORS REGARDING RFP TERMS AND CONDITIONS**

It shall be the Vendor’s responsibility to read the Instructions to Vendors, 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. Vendors are also responsible for obtaining and complying with all Addenda and other changes that may be issued in connection with this RFP.

If Vendors have questions or issues regarding any component of this RFP, those must be submitted as questions in accordance with the instructions in the PROPOSAL QUESTIONS Section. If the State 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. The State 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.

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

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

**The State may exercise its discretion to consider Vendor proposed modifications. By execution and delivery of this RFP Response, the Vendor 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 negotiation 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 Vendor's proposal as nonresponsive.**

## 2.4 RFP SCHEDULE

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

Event	Responsibility	Date and Time
Issue RFP	University	October 23, 2023 EST
Hold Pre-Proposal Meeting/Pre-Bid	University	October 31, 2023 at 10 am EST
Submit Written Questions	Vendor	November 3, 2023 by 11:59 pm EST
Provide Response to Questions	University	November 17, 2023 by 11:59 pm EST
Submit Proposals	Vendor	November 29, 2023 by 1 pm EST
Bid Opening	University	November 29, 2023 at 4 pm EST
Contract Award	University	December 15, 2023 by 5 pm EST

## 2.5 PRE-PROPOSAL MEETING/PRE-BID AND BID OPENING

### PRE-PROPOSAL MEETING/PRE-BID - **MANDATORY**

Date: Tuesday, October 31, 2023  
 Time: 10:00 AM Eastern Time  
 Location: 1340 Cromartie Street  
             Room 210  
             Winston-Salem, NC 27110  
 Contact #: Willa Dean Scott - (336) 750-2943

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

**Instructions:** It is **MANDATORY** that a representative from each Vendor be present for the pre-proposal meeting/pre-bid. Attendees must arrive promptly. All attendees must sign in upon arrival and clearly indicate each prospective Vendor represented on the sign in sheet. **LATE ARRIVALS WILL NOT BE ALLOWED TO SIGN IN OR PARTICIPATE IN THE PRE-PROPOSAL MEETING/PRE-BID, NOR SHALL THEIR PROPOSAL BE CONSIDERED.** Once the sign-in process is complete, all other persons wishing to attend may do so to the extent that space and circumstances allow.

**FAILURE TO ATTEND THE MANDATORY PRE-PROPOSAL MEETING/PRE-BID SHALL RESULT IN VENDOR'S PROPOSAL BEING DEEMED NON-RESPONSIVE AND NOT CONSIDERED FOR AWARD.**

The purpose of this visit is for all prospective Vendors to apprise themselves of the conditions and requirements which will affect the performance of the work called for by this RFP. Vendors must stay for the duration of the pre-proposal meeting/pre-bid. No allowances will be made for unreported conditions that a prudent Vendor would recognize as affecting the work called for or implied by this RFP.

Vendors are cautioned that any information released to attendees during the pre-proposal meeting/pre-bid, other than that involving the physical aspects of the facility referenced above, and which conflicts with, supersedes, or adds to requirements in this RFP, must be confirmed by written addendum before it can be considered to be a part of this RFP.

## **BID OPENING**

Date: Wednesday, November 29, 2023  
Time: 4:00 PM Eastern Time  
Location: 1340 Cromartie Street  
Room 210  
Winston-Salem, NC 27110  
Contact #: Willa Dean Scott - (336) 750-2943

## **2.6 PROPOSAL QUESTIONS**

Upon review of the RFP documents, Vendors may have questions to clarify or interpret the RFP in order to submit the best proposal possible. To accommodate the Proposal Questions process, Vendors shall submit any such questions by the "Submit Written Questions" date and time, **November 3, 2023, by 11:59 pm EST**, unless modified by Addendum.

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

Written questions shall be emailed to [scottw@wssu.edu](mailto:scottw@wssu.edu) by the date and time specified above. Vendors should enter "RFP # 74-WS2023-0034 Questions" as the subject for the email. Question submittals should include a reference to the applicable RFP section and be submitted in the format shown below:

Reference	Vendor Question
RFP Section, Page Number	Vendor question ...?

Questions received prior to the submission deadline date, the University's response, and any additional terms deemed necessary by the University will be posted in the form of an addendum to *the electronic Vendor Portal (eVP)*, <https://evp.nc.gov>, and shall become an Addendum to this RFP. No information, instruction or advice provided orally or informally by any University personnel, whether made in response to a question or otherwise in connection with this RFP, shall be considered authoritative or binding. Vendors 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. Vendor shall bear the sole risk of late submission due to unintended or unanticipated delay. It is the Vendor's sole responsibility to ensure its proposal has been received as described in this RFP by the specified time and date of opening. The time and date of receipt will be marked on each proposal when received. Any proposal or portion thereof received after the proposal deadline will be rejected.

By Mail

Mailing address for delivery of proposal via US Postal Service	Office Address of delivery by any other method (special delivery, overnight, or any other carrier).
<b>PROPOSAL NUMBER: 74-WS2023-0034</b> Winston-Salem State University 1604-B Lowery Street, Room 116 Winston-Salem, NC 27110 Attention: Willa Dean Scott	<b>PROPOSAL NUMBER: 74-WS2023-0034</b> Winston-Salem State University 1604-B Lowery Street, Room 116 Winston-Salem, NC 27110 Attention: Willa Dean Scott

**CAUTION:** For proposals submitted via U.S. mail, please note that the U.S. Postal Service generally does not deliver mail to a specified street address but to the State's Mail Service Center. Vendors are cautioned that

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

proposals sent via U.S. Mail, including Express Mail, may not be delivered by the Mail Service Center to Winston-Salem State University's Purchasing Office on the due date in time to meet the proposal deadline. UPS and Fed-X do deliver directly to the University's Lowery Street facility. However, all Vendors are urged to take the possibility of delay into account when submitting a proposal by U.S. Postal Service, courier, or any other delivery service. **Attempts to submit a proposal via facsimile (FAX) machine, telephone, or email in response to this RFP shall NOT be accepted.**

- a) Submit a **signed, original executed** proposal response, 2 photocopies, and 1 flash drive of your proposal simultaneously to the address identified in the table above.
- b) Submit your proposal in a sealed package. Clearly mark each package with: (1) Vendor name; (2) the RFP number; and (3) the due date. Address the package(s) for delivery as shown in the table above. If Vendor is submitting more than one (1) proposal, each proposal shall be submitted in separate sealed envelopes and marked accordingly. For delivery purposes, separate sealed envelopes from a single Vendor may be included in the same outer package. Proposals are subject to rejection unless submitted with the information above included on the outside of the sealed proposal package.
- c) Copies of proposal files must be provided on separate read-only flash drives. File contents **shall NOT** be password protected but shall be in .PDF or .XLS format and shall be capable of being copied to other sources.

Volume One must contain the entire Technical and Cost Proposal including any proprietary information and have the following label affixed to the disc: 1) Vendor name; (2) the RFP number; (3) the due date; and (4) the words "Volume One - Technical and Cost Proposal Non-Redacted."

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. Vendor 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 Vendor 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 Vendor 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.

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

The following label must be affixed to the file: (1) Vendor name; (2) the RFP number; (3) the due date; and (4) the words “Technical and Cost Proposal– Redacted Copy”.

Failure to submit a proposal in strict accordance with these instructions shall constitute sufficient cause to reject a Vendor's proposal(s).

Critical updated information may be included in Addenda to this RFP. It is important that all Vendors responding to this RFP periodically check the State's eVP website for any Addenda that may be issued prior to the bid opening date. All Vendors shall be deemed to have read and understood all information in this RFP and all Addenda thereto.

## 2.8 PROPOSAL CONTENTS

Vendors shall populate all attachments of this RFP that require the Vendor to provide information and include an authorized signature where requested. Failure to provide all required items, or Vendor's submission of incomplete items, may result in the University rejecting Vendor's proposal, in the University's sole discretion.

Vendor RFP responses shall include the following items and attachments, which shall be arranged in the following order:

- 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 Vendor agrees to perform in accordance with the scope of work, requirements, and specifications contained herein; and (iii) Vendor'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 (all pages) of the RFP.
- d) Signed receipt pages of any addenda released in conjunction with this RFP, if required to be returned.
- e) Vendor's Proposal addressing all Specifications of this RFP
- f) Completed version of ATTACHMENT A: PRICING
- g) Completed version of ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION
- h) Completed version of ATTACHMENT E: CUSTOMER REFERENCE FORM
- i) Completed version of ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR
- j) Completed and signed version of ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION

- k) Completed and signed version of ATTACHMENT H: ACKNOWLEDGMENT OF COVID-19 VACCINATION AND TESTING POLICY (if applicable)
- l) Completed and signed version of CERTIFICATION FOR CONTRACTS, GRANTS, LOANS, AND COOPERATIVE AGREEMENTS and OMB STANDARD FORM LLL

## 2.9 ALTERNATE PROPOSALS

Unless provided otherwise in this RFP, Vendor 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. Any alternate proposal, in addition to the marking described above, must be clearly marked with the legend: "Alternate Proposal #\_\_\_ *[for 'name of Vendor']*". Each proposal must be for a specific set of Goods and Services and must include specific pricing. If a Vendor chooses to respond with various offerings, each must be offered with a separate price and be contained in a separate proposal document. Each proposal must be complete and independent of other proposals offered.

## 2.10 DEFINITIONS, ACRONYMS, AND ABBREVIATIONS

Relevant definitions for this RFP are provided in 01 NCAC 05A .0112 and in the Instructions to Vendors found below which are incorporated herein by this reference.

The following definitions, acronyms, and abbreviations are also relevant to this RFP:

- a) **BAFO:** Best and Final Offer, submitted by a Vendor to alter its initial offer, made in response to a request by the issuing agency.
- b) **BUYER:** The employee of the State or Other Eligible Entity that places an order with the Vendor.
- c) **COMMUNITY COLLEGE:** Any of the fifty-eight (58) public North Carolina Community Colleges.
- d) **CONTRACT LEAD:** Representative of the University who corresponds with potential Vendors in order to identify and contract with that Vendor providing the greatest benefit to the University and who will administer this contract for the University.
- e) **E-PROCUREMENT SERVICES:** The program, system, and associated Services through which the State conducts electronic procurement.

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

f) **FOB-DESTINATION:** Title changes hand from Vendor to purchaser at the destination point of the shipment; Vendor owns commodity in transit and files any claims, and Vendor pays all freight and any related transportation charges. A solicitation may request Vendors to separately identify freight charges in their proposal, but no amount or charge not included as part of the total proposal price will be paid.

g) **LOT:** A grouping of similar products within this RFP.

h) **ON-TIME DELIVERY:** The delivery of all items within a single order to the receiving point designated by the ordering entity within the delivery time required.

i) **QUALIFIED PROPOSAL:** A responsive proposal submitted by a responsible Vendor.

j) **RFP:** Request for Proposal

k) **SERVICES:** The tasks and duties undertaken by the Vendor to Fulfill the requirements and specifications of this solicitation.

l) **STATE:** The State of North Carolina, including any of its sub-units recognized under North Carolina law.

m) **STATE AGENCY:** Any of the more than 400 sub-units within the executive branch of the State, including its departments, boards, commissions, institutions of higher education and other institutions.

n) **VENDOR:** Supplier, bidder, proposer, company, firm, corporation, partnership, individual or other entity submitting a response to a Request for Proposal.

### 3.0 METHOD OF AWARD AND PROPOSAL EVALUATION PROCESS

#### 3.1 METHOD OF AWARD

North Carolina G.S. 143-52 provides a general list of criteria the State 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 the State's best interest. All qualified proposals will be evaluated, and awards will be made to the Vendor(s) meeting the specific RFP Specifications and achieving the highest and best final evaluation, based on the criteria described below.

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

While the intent of this RFP is to award a Contract(s) to a single Vendor, the University reserves the right to make separate awards to different Vendors 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 the University to do so.

The University 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 Vendor, including any subcontractors and suppliers, is prohibited from engaging in conversations intended to influence the outcome of the evaluation. See the Paragraph 29 of the Instructions to Vendors entitled COMMUNICATIONS BY VENDORS.

Each Vendor 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 University; other government agency office or body (including the purchaser 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 Vendor's proposal or qualifications, the content of another Vendor's proposal, another Vendor'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 Vendor not in compliance with this provision shall be disqualified from evaluation and award. A Vendor'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 purchaser 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.

**The University will conduct a One-Step evaluation of Proposals:**

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

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

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. Vendors are cautioned that this is a request for offers, not an offer or request to contract, and the University 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 the University.

At the date and time provided in the RFP SCHEDULE Section above, unless modified by Addendum, the proposal from each responding Vendor 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 is 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 Vendor's pricing position.

At their option, the evaluators may request oral presentations or discussions with any or all Vendors for clarification or to amplify the materials presented in any part of the proposal. Vendors 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 Vendor.

### **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 the University:

**BEST VALUE:** "Best Value" procurement methods are authorized by N.C.G.S. §§143-135.9 and 143B-1350(h). The award decision is made based on multiple factors, including: total cost of ownership, meaning the cost of acquiring, operating, maintaining, and supporting a product or service over its projected lifetime; the evaluated technical merit of the Vendor's offer; the Vendor's past performance; and the evaluated probability of performing the specifications stated in the solicitation on time, with high quality, and in a manner that accomplishes the stated business objectives and maintains industry standards compliance. The intent of "Best Value" procurement is to enable Vendors to offer and the University to select the most appropriate solution to meet the business objectives defined in the solicitation and to keep all parties focused on the desired outcome of a procurement.

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

A ranking method of source selection will be utilized in this procurement using evaluation criteria listed in order of importance in the Evaluation Criteria section below to allow the University to award this RFP to the Vendor(s) providing the Best Value and recognizing that Best Value may result in award other than the lowest price or highest technically qualified offer. By using this method, the overall ranking may be adjusted up or down when considered with, or traded-off against, other non-price factors.

Evaluation Criteria	Percentage
Vendor Technical Approach	25
Execution Timeline	25
Pricing	25
Vendor Experience with Higher Education	15
Vendor Staffing Level	10
Total	100

**EVALUTION METHOD:** Narrative and by consensus of the evaluating committee, explaining the strengths and weaknesses of each proposal and why the recommended awardee(s) provide the best value to the University.

All qualified proposals will be evaluated, and award made based on the criteria listed above, to result in an award most advantageous to the University.

### 3.5 PERFORMANCE OUTSIDE THE UNITED STATES

Vendor shall complete ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR. In addition to any other evaluation criteria identified in this RFP, the State 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 the University:

- a) Total cost to the University
- b) Level of quality provided by the Vendor
- c) Process and performance capability across multiple jurisdictions
- d) Protection of the University's information and intellectual property

- e) Availability of pertinent skills
- f) Ability to understand the University's business requirements and internal operational culture
- g) Particular risk factors such as the security of the University'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 Vendors of the parameters of the solution being sought by the University; 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, the University will take into consideration the degree to which Vendors have proposed or failed to propose solutions that will satisfy the University's needs as described in the RFP. Except as specifically stated in the RFP, no one requirement shall automatically disqualify a Vendor from consideration. However, failure to comply with any single requirement may result in the University 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 Vendor 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 Vendor is unclear about a requirement or specification or believes a change to a requirement would allow for the State to receive a better proposal, the Vendor 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 University 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 include in Vendor's proposal. The pricing provided in ATTACHMENT A, or resulting from any negotiations, is incorporated herein and shall become part of any resulting Contract.

### **4.2 INVOICES**

Vendor shall invoice the Purchasing Agency. The standard format for invoicing shall be Single Invoices meaning that the Vendor shall provide the University with an invoice for each order. Invoices shall include detailed information to allow the University 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:

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

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

**ITEMIZED INVOICES MUST BE SENT ELECTRONICALLY USING E-MAIL ADDRESS  
ACCTPAYABLESTAFF@WSSU.EDU.**

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

### **4.3 FINANCIAL STABILITY**

As a condition of contract award, the Vendor must certify that it has the financial capacity to perform and to continue to perform its obligations under the Contract; that Vendor has no constructive or actual knowledge of an actual or potential legal proceeding being brought against Vendor 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 Vendor shall certify it is financially stable by completing ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION. The University is requiring this certification to minimize potential issues from contracting with a Vendor that is financially unstable. From the date of the Certification to the expiration of the Contract, the Vendor shall notify the University 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 Vendor's financial stability.

### **4.4 HUB PARTICIPATION**

Pursuant to North Carolina General Statute G.S. 143-48, it is University's 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 Vendors that are minority owned or have a strategic plan to support the University's Historically Underutilized Business program by meeting or exceeding the goal of 10% utilization of diverse firms as 1st or 2nd tier subcontractors. Vendor shall complete ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION.

### **4.5 VENDOR EXPERIENCE**

In its Proposal, Vendor shall demonstrate experience with public and/or private sector clients with similar or greater size and complexity to the University. Vendor shall provide information as to the qualifications and experience of all executive, managerial, legal, and professional personnel to be assigned to this project,

including resumes citing experience with similar projects and the responsibilities to be assigned to each person.

## **4.6 REFERENCES**

Vendor shall provide 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. The University *may* contact these users to determine whether the Services provided are substantially similar in scope to those proposed herein and whether Vendor's performance has been satisfactory. The information obtained may be considered in the evaluation of the Proposal.

## **4.7 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 the University.

### **4.7.1 GENERAL INFORMATION**

It is the policy of the University to provide a safe environment for State Government employees to work. Due to the Contract requirements, the University requires criminal background checks of awarded Vendors, including but not limited to: owners, employees, agents, representatives, subcontractors, and all personnel of their respective companies. All costs and expenses associated with criminal background checks are the responsibility of the Vendor.

The following requirements must be met:

- a) Criminal background checks shall be current and completed within ninety (90) days of the Contract effective date.
- b) The criminal background check shall include a social security verification/check, felonies, misdemeanors, and traffic records covering a minimum of the last seven (7) years for all states and countries where the individual has resided. The criminal background check information shall be first thoroughly reviewed by the Vendor and then sent to the Contract Administrator for review and approval. Out of state searches shall be required for persons living in the state of NC for fewer than seven (7) years. Fingerprint background checks may be required in some instances depending on the facility requirements.
- c) A criminal background check on the awarded Vendor and its employees shall be provided by the Vendor prior to Contract effective date. Copies of the original criminal background check shall be sent to the Contract Administrator for evaluation. In some cases, badging cannot take place until after the evaluation and approval of the Vendor's criminal checks.

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

- d) When a new employee or individual is identified to perform Services on this Contract, the Vendor shall provide the Contract Administrator with a criminal background check before the individual can be approved for work. Persons without approved criminal background checks shall not be allowed to work in the relevant buildings until proper documentation is submitted and approved.
- e) The University may require the Vendor to exclude the Vendor's employees, agents, representatives, or subcontractors based on the background check results. Discovery that one or more employees have convictions does not disqualify the Vendor from award.
- f) Additionally, the University may use The North Carolina Department of Public Safety Offender Public Information or similar Services to conduct additional background checks on the Vendor's proposed employees.

#### 4.7.2 BACKGROUND CHECK REQUIREMENTS

As part of Vendor's criminal background checks, the details below must be provided to the State:

- a) Any **criminal felony conviction**, or conviction of any crime involving moral turpitude, including but not limited to fraud, misappropriation or deception, of Vendor, its officers or directors, or any of its employees or other personnel to provide Services on this project of which Vendor has knowledge, or provide a statement that Vendor is aware of none.
- b) Any **criminal investigation** for any offense involving moral turpitude, including, but not limited to fraud, misappropriation, falsification or deception pending against Vendor of which it has knowledge, or provide a statement Vendor is aware of none.
- c) Any **regulatory sanctions** levied against Vendor or any of its officers, directors or its professional employees expected to provide Services on this project by any state or federal regulatory agencies within the past three years or a statement that there are none. As used herein, the term "regulatory sanctions" includes the revocation or suspension of any license or certification, the levying of any monetary penalties or fines, and the issuance of any written warnings.
- d) Any **regulatory investigations** pending against Vendor or any of its officers, directors or its professional employees expected to provide Services on this project by any state or federal regulatory agencies of which Vendor has knowledge or provide a statement that there are none.
- e) Any **civil litigation**, arbitration, proceeding, or judgments pending against Vendor during the three (3) years preceding submission of its proposal herein, or provide a statement that there are none.

### **4.7.3 BACKGROUND CHECK LIMITATIONS**

Any individual representing the Vendor, who:

- a) In his/her lifetime, has been adjudicated as a habitual felon as defined by GS 14-7.1 or a violent habitual felon as defined by GS 14-7.7, shall not be allowed to work in buildings occupied by State Government employees.
- b) During the last seven (7) years has been convicted of any criminal felony or misdemeanor sexual offense or a crime of violence shall not be allowed to work in buildings occupied by State Government employees.
- c) At any time has an outstanding warrant or a criminal charge for a crime described in (b) above shall not be allowed to work on State property.
- d) The Vendor must ensure that all employees have a responsibility to self-report to the Vendor within twenty-four (24) hours any arrest for any disqualifying offense. The Vendor must notify the Contract Administrator within twenty-four (24) hours of all details concerning any reported arrest.
- e) Upon the request of the Contract Administrator, the Vendor will re-screen any of its employees, agents, representatives, and subcontractors during the term of the Contract.
- f) Vendor's responses to these background check requests shall be considered a continuing representation, and Vendor's failure to notify the University within thirty (30) days of any criminal charge, investigation, or proceeding involving Vendor or its then-current officers, directors or persons providing Services under this Contract during its term shall constitute a material breach of contract. The provisions of this paragraph shall also apply to any subcontractor utilized by Vendor to perform Services under this Contract.
- g) If there are problems or delays with performance associated with the completion and compliance with this background check requirements, any Vendor's performance bond could be used to complete these Services.

### **4.7.4 DOCUMENT REQUIREMENTS**

Required documentation to be submitted prior to date Contract is effective and for performing any Services on University property shall include:

- a) A cover letter by the Vendor on company letterhead with a list of the full names matching a required government issued photo ID, addresses, and birth dates of each person representing the contracting company.

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

- b) Vendor shall also provide a photocopy of the required State or Federal government issued picture ID or Driver License.
- c) A letter on company letterhead is not acceptable proof in itself but can be used to further clarify information on the criminal background check submitted. All documentation shall be submitted at the same time. Submit documents which are clear and legible.
- d) Background checks consisting of:
  - 1. Original unaltered criminal background check from the organization providing the background check.
  - 2. The background check provider's company name, company mailing address, and contact phone numbers.
  - 3. The full name of the individual, which matches the government issued photo ID.
  - 4. The current address of individual being checked.
  - 5. The date the criminal background check search was conducted.

#### **4.7.5 VENDOR BACKGROUND CHECK AGREEMENT**

Vendor agrees to conduct a criminal background check per the specifications above in this section on all employees proposed to work under this Contract, at its expense, and provide the required documentation to the University in order to perform Services under this Contract:

☐ YES ☐ NO

#### **4.8 PERSONNEL**

Vendor 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. Vendor 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 the State. Names of any third-party Vendors or subcontractors of Vendor may appear for purposes of convenience in Contract documents; and shall not limit Vendor's obligations hereunder. Vendor will retain executive representation for functional and technical expertise as needed in order to incorporate any work by third party subcontractor(s).

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

Should the Vendor's proposal result in an award, the Vendor 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. Vendor shall further agree that it will notify the Contract Lead of any desired substitution, including the name(s) and references of Vendor's recommended substitute personnel. The University will approve or disapprove the requested substitution in a timely manner. The University may, in its sole discretion, terminate the Services of any person providing Services under this Contract. Upon such termination, the University may request acceptable substitute personnel or terminate the contract Services provided by such personnel.

#### **4.9 VENDOR'S REPRESENTATIONS**

If Vendor's Proposal results in an award, Vendor agrees that it will not enter any agreement with a third party that may abridge any rights of the University under the Contract. If any Services, deliverables, functions, or responsibilities not specifically described in this solicitation are required for Vendor'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, Vendor will furnish all of its own necessary management, supervision, labor, facilities, furniture, computer and telecommunications equipment, software, supplies and materials necessary for the Vendor to provide and deliver the Services and/or other Deliverables.

#### **4.10 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

#### **4.11 NC COVID-19 VACCINATION AND TESTING REQUIREMENT**

Pursuant to the North Carolina State Policy on Face Coverings and on Vaccination and Testing, Agencies may require workers who may enter their facilities to provide proof of full vaccination or a negative Covid test result within the last seven (7) days. In addition, the University may require Face Coverings in settings

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

that the University has determined to be high-risk to employees, the public or others. For the purposes of this contract, the Agency has deemed it necessary that the Vendor follow the requirements of this policy and ensure that their employees are: (1) fully vaccinated or tested weekly, and (2) wearing face coverings where required at the University's facilities. Each Vendor shall certify its acknowledgement and intent to comply with this policy by completing ATTACHMENT H: ACKNOWLEDGMENT OF COVID-19 VACCINATION AND TESTING POLICY.

The University reserves the right to publish notice in the future if the policy is no longer effective and does not apply.

#### **4.12 FEDERAL COVID-19 VACCINATION REQUIREMENT**

President Biden issued Executive Order 14042 requiring that all employees working on or in connection with a federal contract be fully vaccinated against COVID-19. By responding to this solicitation, Vendor acknowledges and agrees to comply with the federal COVID-19 vaccination requirements to the extent applicable.

#### **4.13 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.

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

## 5.0 SPECIFICATIONS AND SCOPE OF WORK

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### 5.1 GENERAL

Winston-Salem State University is requesting enrollment marketing and reputation management services. The university has not had a well-structured recruitment marketing campaign in several years and is looking for an agency to assist with planning and execution. This work aims to increase awareness and visibility, increase engagement and relationship building, influence decision-makers, build our branding and image perception, and increase enrollment and yield. This request is an immediate need. The timeline for execution would begin immediately upon bid completion and extend to the specified terms of this bid.

### 5.2 SPECIFICATIONS – DOES NOT APPLY TO RFP

### 5.3 TASKS/DELIVERABLES

#### Enrollment Marketing Services:

The following service specifications are requested in each category.

- Enrollment communications audit – The vendor is requested to collect and review all internal and external digital and print communications related to enrollment. This includes but is not limited to, inquiry marketing-related communications to prospective students, invitations to on-campus events, admissions instructional communications, search mailers, viewbooks, travel pieces for recruiters, admissions packet, etc.
- Campus visit consultation – Vendor is asked to visit our campus and take a daily campus tour and provide an audit of the tour related to the overall recruitment goals of the university. Vendor is requested to provide a new tour script for guides, tour route map, script for welcome video, and training plan for tour guides.
- Graphic design assistance for enrollment marketing campaigns, apply and visit materials needed, banners, swag, etc. – WSSU has a pre-established recruitment brand. The vendor is asked to translate that campaign brand into designs for digital (social media content and ads, digital campaigns, website, OTT, etc.) and print (recruitment viewbooks, search mailers, postcards, invitations, swag, banners, etc.).

•

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

- Apply and visit website landing pages – The vendor is requested to create the design and copy for apply and visit landing web pages. These URLs will be used to direct prospects for recruitment campaigns.
- Apply and visit paid media campaign – The vendor will provide design and copy for a paid media campaign, including strategy and placements in newspapers, local TV, OTT, digital and social media, airports, billboards, and educational journals. This plan should show a month-to-month execution of the media that will be in place.
- Newly designed admissions packet – The vendor will write copy for the new acceptance letter, provide design for the university overview document, and provide design for photo-opp document.
- Writing services: email communication flows for various audiences in the enrollment funnel and CRM (Slate), printed materials (apply travel piece, inquiry pieces, postcard series, yield piece, financial aid/FAFSA piece, graduate school series, apply alumni parent piece, yield student parent piece), social media posts, digital advertisements, traditional advertisements, etc.
- Guidance counselor packets design and distribution plan – The vendor will provide a strategy for guidance counselor packets, including writing copy and designing documents and packaging.
- Graduate program consultation, to include communications audit, website landing pages, apply email communications, and apply paid media campaign - The vendor is requested to collect and review all internal and external digital and print communications related to graduate enrollment. This includes but is not limited to, inquiry marketing-related communications to prospective students, invitations to on-campus events, admissions instructional communications, search mailers, viewbooks, travel pieces for recruiters, admissions packet, etc. The vendor is asked to design and write copy for landing web pages for graduate recruitment. These URLs will be used to direct prospects for recruitment campaigns.

### **Brand and Reputation Management**

- Thought leadership media placement for faculty and administration – the vendor is asked to strategize paid media placement for faculty and staff in state and national educational journals.
- Design for media placement – Design ads for paid media placement for newspapers, TV, digital and social, billboards, airports, etc.

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

- Paid media placement strategy – the vendor will provide a month-to-month paid media schedule that will include ads for newspapers, TV, digital and social, billboards, airports, OTT, etc.

## 5.4 TECHNICAL APPROACH

Vendor's proposal shall include, in narrative, outline, and/or graph form the Vendor's approach to accomplishing the tasks outlined in the Scope of Work section of this RFP. A description of each task and deliverable and the schedule for accomplishing each shall be included.

## 5.5 CERTIFICATION AND SAFETY LABELS – DOES NOT APPLY TO RFP

## 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 Vendor's planning purposes.

### 6.1 CONTRACT MANAGER AND CUSTOMER SERVICE

The Vendor shall be required to designate and make available to the University a Contract Manager. The Contract Manager shall be the University's point of contact for Contract related issues and issues concerning performance, progress review, scheduling, and service.

Contract Manager Point of Contact	
Name:	Haley Gingles
Office Phone #:	336-750-8764
Mobile Phone #:	336-608-8690
Email:	gingleshn@wssu.edu

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

The Vendor shall be required to designate and make available to the University for customer service. The customer service point of contact shall be the University'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 POST AWARD PROJECT REVIEW MEETINGS

The Vendor, at the request of the University, shall be required to meet weekly with the University for Project Review meetings. The purpose of these meetings will be to review project progress reports, discuss Vendor and University performance, address outstanding issues, review problem resolution, provide direction, evaluate continuous improvement and cost saving ideas, and discuss any other pertinent topics.

## 6.3 CONTINUOUS IMPROVEMENT

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

## 6.4 PERIODIC STATUS REPORTS

The Vendor shall be required to provide Status/Performance Reports to the designated Contract Lead on a bi-weekly basis. Based on Vendor performance, the bi-weekly Status/Performance Reports can be changed to monthly at the discretion of the University. This report shall include, at a minimum, information concerning the work accomplished during the reporting period; work to be accomplished during the subsequent reporting period; problems (real or anticipated); and notification of any significant deviation from previously agreed upon work plans and schedules. These reports shall be well organized and easy to read. The Vendor shall submit these reports electronically using the format required by the University. The Vendor shall submit the reports in a timely manner and on a regular schedule as agreed by the parties.

Within 5 – 7 business days of the award of the Contract, the Vendor shall submit a final work plan and a sample report, both to the designated Contract Manager for approval.

## **6.5 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 University.

Acceptance of Vendor's work product shall be based on the following criteria:

Branded materials can be subjective. We recommend an acceptance standard be material approved by the Chief Marketing and Communications Officer and reflects the University and its brand guidelines. The Chancellor may also weigh in on branding approvals.

The University shall have the obligation to notify Vendor, in writing ten (10) calendar days following completion of such work or delivery of a deliverable described in the Contract that it is not acceptable. The notice shall specify in reasonable detail the reason(s) it is unacceptable. Acceptance by the University shall not be unreasonably withheld; but may be conditioned or delayed as required for reasonable review, evaluation, installation, or testing, as applicable to the work or deliverable. Final acceptance is expressly conditioned upon completion of all applicable assessment procedures. Should the work or deliverables fail to meet any specifications, acceptance criteria or otherwise fail to conform to the Contract, the University may exercise any and all rights hereunder, including, for Goods deliverables, such rights provided by the Uniform Commercial Code, as adopted in North Carolina.

## **6.6 FAITHFUL PERFORMANCE – DOES NOT APPLY TO RFP**

## **6.7 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 the University, at the option of the University, for up to 6 months to allow for the expired or canceled portion of the Services to continue without interruption or adverse effect, and to facilitate the orderly transfer of such Services to the University or its designees. If the University 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. The University 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.

## **6.8 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 Vendor shall be submitted in writing to the University's Contract Manager for resolution. Any claims by the University shall be submitted in writing to the Vendor'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.

## **6.9 CONTRACT CHANGES**

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

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## 7.0 ATTACHMENTS

### **\*\*IMPORTANT NOTICE\*\***

**RETURN THE REQUIRED ATTACHMENTS WITH YOUR RESPONSE  
FOLLOW THE LINKS TO ACCESS EACH ATTACHMENT**

#### **ATTACHMENT A: PRICING (OR COST PROPOSAL)**

Complete and return the Pricing associated with this RFP, which can be found in the table below:

PROJECT DESCRIPTION	COST
<b>2024 Enrollment Marketing Support</b> <ul style="list-style-type: none"> <li>• Campus Visit Enhancements</li> <li>• In-Person Ambassador Tour Training</li> <li>• Tour Welcome Video</li> <li>• Enrollment Communications</li> <li>• Enrollment Print Creative</li> <li>• Enrollment E-Mail Communications + Nurture Streams</li> <li>• Enrollment Paid Media Creative</li> <li>• Intent to Enroll (IE) /Student Experience</li> </ul>	
<b>Enrollment Paid Media</b> <ul style="list-style-type: none"> <li>• Digital media and paid social media placement, including across paid social, display, PPC, and retargeting ads</li> <li>• Multiple OOH (billboard) placements</li> <li>• Traditional Media Placement</li> </ul>	
<b>Brand Reputation &amp; Crisis Management</b> <ul style="list-style-type: none"> <li>• Brand Awareness Paid Media Creative</li> <li>• Crisis Management Guide</li> <li>• Virtual Quarterly Update for Faculty &amp; Staff Planning</li> <li>• Communication with Current Students &amp; Parents Planning</li> <li>• Safety Resources Factsheets</li> <li>• Media Training Content</li> <li>• Thought Leadership Content + Strategic Placement Planning</li> <li>• Annual Crisis Management Training Planning</li> <li>• Ask the Chancellor Series Planning</li> <li>• Influencer/Alumni Program</li> <li>• Alumni Microsite</li> <li>• In-Person Events for State-Elected Officials Planning</li> <li>• WSSU Testimonials + Stories</li> </ul>	

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

PROJECT DESCRIPTION	COST
<b>Implementation &amp; Support</b> <ul style="list-style-type: none"> <li>• Marketing Communications Consultation</li> <li>• Admission Tools                             <ul style="list-style-type: none"> <li>➤ Roadmap Development</li> <li>➤ RFI Form(s)</li> <li>➤ Inbox</li> <li>➤ Events</li> <li>➤ On-Campus Training</li> <li>➤ Custom Dashboard</li> </ul> </li> </ul>	
<b>All Travel, Project Management, and Meeting Time</b>	

Note: The indicated pricing in the table above must include any and all actual and/or perceived shipping and delivery charges associated with the response to this RFP.

Winston-Salem State University is exempt from sales and/or use taxes on qualifying purchases.

The Winston-Salem State University tax exempt number is 400016.

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

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## **ATTACHMENT B: INSTRUCTIONS TO VENDORS**

The Instructions to Vendors, which are incorporated herein by this reference, may be found here:

<https://ncadmin.nc.gov/formnorth-carolina-instructions-vendors032023/download?attachment>

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## **ATTACHMENT C: NORTH CAROLINA GENERAL TERMS & CONDITIONS**

The North Carolina General Terms and Conditions, which are incorporated herein by this reference, may be found here:

[https://files.nc.gov/ncdoa/pandc/OnlineForms/Form\\_North-Carolina-General-Terms-and-Conditions\\_11.2021.pdf](https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_North-Carolina-General-Terms-and-Conditions_11.2021.pdf)

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## **ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION**

Complete and return the Historically Underutilized Businesses (HUB) Vendor Information form, which can be found at the following link:

[https://files.nc.gov/ncdoa/pandc/OnlineForms/Form\\_HUB-Supplemental-Vendor-Information\\_9.2021.pdf](https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_HUB-Supplemental-Vendor-Information_9.2021.pdf)

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## **ATTACHMENT E: CUSTOMER REFERENCE FORM**

Complete and return the Customer Reference Form, which can be found at the following link:

[https://files.nc.gov/ncdoa/pandc/OnlineForms/Form\\_Customer\\_Reference\\_Template\\_09.2021.pdf](https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_Customer_Reference_Template_09.2021.pdf)

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## **ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR**

Complete and return the Location of Workers Utilized by Vendor, which can be found at the following link:

[https://files.nc.gov/ncdoa/pandc/OnlineForms/Form\\_Location-of-Workers\\_09.2021.pdf](https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_Location-of-Workers_09.2021.pdf)

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## **ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION**

Complete, sign, and return the Certification of Financial Condition, which can be found at the following link:

[https://files.nc.gov/ncdoa/pandc/OnlineForms/Form\\_Certification-of-Financial-Condition\\_09.2021.pdf](https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_Certification-of-Financial-Condition_09.2021.pdf)

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## **ATTACHMENT H: ACKNOWLEDGMENT OF COVID-19 VACCINATION AND TESTING POLICY**

Complete, sign, and return the ACKNOWLEDGMENT OF COVID-19 VACCINATION AND TESTING POLICY associated with this RFP, which can be found at the following link:

[https://files.nc.gov/ncdoa/pandc/OnlineForms/COVID\\_Policy\\_Acknowledgement\\_-\\_Fillable.pdf](https://files.nc.gov/ncdoa/pandc/OnlineForms/COVID_Policy_Acknowledgement_-_Fillable.pdf)

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

## **LOBBYING ACTIVITY CERTIFICATION FOR FEDERAL GRANTS**

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The Certification for Contracts, Grants, Loans, and Cooperative Agreements and the OMB Standard Form LLL are separate documents that can be found at the following link:

<https://ncadmin.nc.gov/documents/vendor-forms>

**\*\*\* Failure to Return the Required Attachments May Eliminate  
Your Response from Further Consideration \*\*\***