



MINNESOTA STATE

MINNESOTA STATE COLLEGES AND UNIVERSITIES

CENTURY COLLEGE

REQUEST FOR PROPOSAL (RFP) FOR MEDIA BUYING SERVICES

SEPTEMBER 2023
REQUEST FOR PROPOSAL (RFP)
FOR MEDIA BUYING SERVICES

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Notice

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

Century College also reserves the right to waive minor informalities and reserves the right to:

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

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

Definitions

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

Minnesota State: State of Minnesota, acting through its Board of Trustees of the Minnesota State Colleges and Universities on behalf of Century College.

School: Century College

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

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

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

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

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

Economically Disadvantaged (ED) Business and Individuals: Independent business which must be located (or the owner must reside) in an Economically Disadvantaged Area in Minnesota as determined by the [Department of Administration](#).

Veteran-Owned Business Enterprise (VO): Independent business which is at least 51% owned and operated by one or more veteran or service-disabled veteran as determined by the [Minnesota Department of Veterans Affairs](#).

Diversity: The concept of diversity encompasses acceptance and respect. It means understanding that each individual is unique and recognizing our individual differences. These can be along the dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies.

Equity: The proactive reinforcement of policies, practices, attitudes and actions that produce equitable power, access, opportunities, treatment, impacts, and outcomes for all.

Inclusion: Authentically bringing traditionally excluded individuals and/or groups into processes, activities and decisions/policy making in a way that shares power.

About Minnesota State and Century College

Minnesota State Colleges and Universities is the third-largest system of state colleges and universities in the United States. Minnesota State is comprised of 33 state colleges and universities with 54 campuses located in 47 Minnesota communities. Minnesota State serves approximately 340,000 students each year. Minnesota State employs more than 15,000 dedicated faculty and staff focused on student success. Minnesota State is an independent state entity that is governed by a 15-member Board of Trustees. For more information about the colleges and universities of Minnesota State, please view its website at www.minnstate.edu.

Century College is a two-year community and technical college located in White Bear Lake, Minnesota. As the largest comprehensive two-year college in Minnesota, Century College serves over 15,500 credit and non-credit students annually. Century College offers over 155 degrees,

diplomas, and certificates in a wide range of career and technical and transfer programs. Century College is accredited by the Higher Learning Commission. For more information about Century College, please visit www.century.edu.

Authority

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

Project Overview

Minnesota State is requesting proposals from seasoned media buying agencies to craft and administer a comprehensive multi-media campaign encompassing both traditional and digital strategies.

Scope of Work:

1. Media Plan Design and Management:
 - Develop a holistic media plan for each proposed campaign.
 - Ensure meticulous management of all media plan deadlines.
2. Media Procurement and Negotiation:
 - Execute strategic negotiations with media vendors to secure favorable terms and rates.
 - Oversee order placement and confirm all media placements.
 - Provide detailed summaries of each media buy.
3. Media Purchasing Tools and Software:
 - Utilize advanced software tools for seamless media purchasing and order tracking.
4. Campaign Optimization and Analytics:
 - Actively manage and fine-tune campaigns based on advanced analytics for optimal results.

- Deliver real-time and ongoing performance reports to gauge the campaign's effectiveness.

Qualification Criteria:

- A demonstrated history of crafting and executing prosperous media plans, specifically within the higher education sector.
- Proven capability of placing over \$75 million in media annually, with a minimum of \$10 million specifically within the state of Minnesota.
- Established connections with an array of media outlets – local, regional, and statewide – as well as other pertinent advertising platforms.

Pricing Structure:

The exact budget for this contract is yet to be determined but it is anticipated to be between \$80,000 and \$150,000.00 per year of the contract. This budget includes any fees paid to the media buyer, monthly reporting, and the cost of purchased media. The proposal must contain a detailed breakdown of the following costs:

1. Media costs
2. Agent/Management costs
3. Monthly reporting cost

It is of paramount importance that the prospective vendor not only meets the above-listed criteria but also aligns with Century College's vision and goals for the campaign. We anticipate fostering a collaborative partnership that will yield impactful results for the college's visibility and reputation in the education sector.

RFP Information Contact

An authorized representative of Minnesota State for purposes of responding to inquiries about the RFP is:

Name: Jessica Pruden

Title: Buyer Supervisor

Address: 3300 Century Avenue N., White Bear Lake, Minnesota, 55110

Telephone: 651-773-1786

E-mail address: Jessica.pruden@century.edu

Other persons are not authorized to discuss RFP requirements before the proposal submission deadline and Minnesota State shall not be bound by and vendors may not rely on information regarding RFP requirements obtained from non-authorized persons. Questions must include the

name of the questioner and his/her telephone number, fax number and/or e-mail address. Anonymous inquiries will not be answered.

Duration of Offer

All proposal responses must indicate they are valid for a minimum of 180 from the date of the proposal opening unless extended by mutual written agreement between Minnesota State and the Vendor.

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

Terms and Conditions

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

Authorized Signature

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

Selection and Implementation Timeline

Key Dates	Timeline
Wednesday, September 6, 2023	Publishes RFP notice on MinnState.edu/Vendors webpage
Monday, September 11, 2023	Deadline for Vendors to submit clarifying questions
Monday, September 18, 2023	Deadline to publish responses to RFP questions
Monday, September 25, 2023	Deadline for RFP proposal submissions
Monday, October 2, 2023	Vendor(s) selected and notified

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

Contract Term

Minnesota State desires to enter into a contract with the successful Vendor(s) effective October 9, 2023 or on the date the last recognized signature is obtained, whichever occurs later. The length of such contract(s) will be five (5) years. If Minnesota State and Vendor are unable to negotiate and sign a contract by October 9, 2023, then Minnesota State reserves the right to seek an alternative Vendor(s).

Proposal Deadline

Submitted proposals must be received at the following address not later than 2:00 p.m. CT on September 25, 2023.

Institution: Century College

Name: Jessica Pruden

Title: Buyer Supervisor

Mailing Address: 3300 Century Avenue N., White Bear Lake, Minnesota 55110

Street Address: (if different than mailing address)

Format of Proposals and Submission

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

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

Proposal Content

Vendors must submit the following information:

1. **Adherence to Minnesota State Terms and Conditions:** A statement of the objectives, goals, and tasks to show or demonstrate the vendor's view and understanding of the nature of the contract.

2. **Work Plan:** A description of the deliverables to be provided by the vendor along with a detailed work plan that identifies the major tasks to be accomplished and be used as a scheduling and managing tool, as well as the basis for invoicing.
3. **Qualifications of Vendor and its Personnel:** An outline of the vendor's background and experience with examples of similar work done by the vendor and a list of personnel who will conduct the project, detailing their training, and work experience. Resumes or other information about project personnel should not, if possible, contain personal telephone numbers, home addresses or home email addresses. If it is necessary to include personal contact information, please clearly indicate in the proposal that personal contact information is being provided.
4. **Cost/Value:** Identify the level of the participation of Minnesota State in the contract, as well as any other services to be provided by Minnesota State, and details of cost allowances for this participation.

Terms of Payment

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

Required Documents and Forms

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

4. Equal Pay Certification. For all businesses with **40 or more employees** and a contract is estimated to be in **excess of \$500,000**, vendors are required to complete the Minnesota Department of Human Rights [Equal Pay Declaration Page](#) or claim exemption prior to contract execution. Submit your certification with the response (including extension options).
5. Preferences for TG/ED/VO Businesses and Individuals. If applicable, eligible certified TG/ED/VO businesses will receive preference in the evaluation of its cost proposal as outlined below. Submit your certification with the response.

Selection Process

The selection process includes Director of Marketing, Director of Creative Services, Web Manager, and Senior Designer. This group will evaluate the proposals and make the final decision.

RFP Evaluation Factors

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

No.	Evaluation Factors	Weight
1.	Adherence to Minnesota State Terms and Conditions	5%
2.	Price: <ul style="list-style-type: none"> • A detailed report of costs of services. Including fee structure/percentages, agent/management cost, monthly reporting cost, additional services offered (include cost) or other related expenses. 	30%
3.	Qualifications of Vendor and its personnel: <ul style="list-style-type: none"> • Located in the Twin Cities area and very familiar with available media in Minnesota. • Awareness and understanding of the higher education market. • Relevant experience, including prior experience with Minnesota State Colleges and Universities. • List of clients served. • Samples of similar types of work done for other clients. 	30%
4.	Completeness, thoroughness and detail of response as reflected by the proposal's discussion and coverage of all elements of work listed above: <ul style="list-style-type: none"> • A detailed description of process for creating and delivering media plan. • Recommended media mix to reach audiences. • Capacity to provide required services to meet objectives; also include qualifications of personnel. 	35%

	<ul style="list-style-type: none"> Demonstrated ability to work with all kinds of media outlets, including traditional and digital. 	
	Total	100%

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

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

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

Supplier Diversity

In accordance with Board Policy 5.14, Minnesota State is committed to enhancing and optimizing business and contracting opportunities that promote economic growth and prosperity in the communities we serve. We are committed to developing mutually beneficial relationships with historically underutilized minority-owned, women-owned, and disability-owned business enterprises. The goal is to ensure that diverse suppliers that satisfy our procurement and contractual standards have opportunities to provide goods and services system-wide. Suppliers are encouraged to complete and submit the [Supplier Diversity Form](#) with their RFP, which will be used to confirm eligibility based on their status and/or commitment to meeting the stated diversity goal for the specific project.

Preference to Small TG/ED/VO Businesses and Individuals

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

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