MINNESOTA STATE COLLEGES AND UNIVERSITIES

MINNESOTA STATE UNIVERSITY MOORHEAD (MSUM)

REQUEST FOR PROPOSAL (RFP)
FOR
PRINTING SERVICES
APRIL 2021
REQUEST FOR PROPOSAL (RFP)
FOR PRINTING SERVICES

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Notice

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

Minnesota State University Moorhead 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 Minnesota State University Moorhead.

School: Minnesota State University Moorhead

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 University Moorhead 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.

Please note, for TGB consideration, Minnesota State recognizes certification from at least one the following certifying agencies:

- State of Minnesota – Department of Administration
- Central (CERT) Certification Program
- North Central Minority Supplier Development Council
- Women’s Business Development Center

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

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

About Minnesota State and Minnesota State University Moorhead

Minnesota State Colleges and Universities is the third-largest system of state colleges and universities in the United States. It comprises 37 state colleges and universities with 54 campuses located in 47 Minnesota communities. Minnesota State serves approximately 350,000+ plus students each year. Minnesota State employs more than 15,900+ 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.

MSU Moorhead (MSUM)

Minnesota State University Moorhead has been a cornerstone of activity in northwestern Minnesota since its founding as a State Teachers College in 1885. Minnesota State University Moorhead serves as a tremendous resource and asset to the Fargo-Moorhead area, a thriving community of more than 238,000 people (MSA), including about 30,000 college students.
With about 5,000 students, faculty and staff, MSUM is the institution of choice for students from across the region and is an attractive choice for international students from around the world. MSUM is dedicated to providing students with a solid academic foundation, which is further defined in our mission.

Minnesota State University Moorhead is a caring community promising all students the opportunity to discover their passions, the rigor to develop intellectually and the versatility to shape a changing world.

The academic programs at MSUM are founded upon a common liberal studies experience and emphasize developing the unique talents of each student. Minnesota State University Moorhead:

- provides baccalaureate-level programs in the areas of arts, media and communication; business and innovation; education and human services; humanities and social sciences; science, health and the environment; and pre-health professional programs.
- provides an array of graduate degree programs and professional certificates designed to meet regional workforce needs.
- provides a Doctor of Education (Ed.D.) in educational leadership to address emerging needs in all levels and areas of education.
- encourages scholarly and creative endeavors that promote a commitment between faculty and students according to their disciplines;
- supports continued professional development;
- and as always, promotes excellence in learning.

Minnesota State University Moorhead enhances the quality of life in the region with the professional, cultural, and recreational services offered by its students, faculty, and staff.

Minnesota State University Moorhead continues to upgrade the campus and facilities with recent construction or remodeling of its student union, library, education complex and science facilities.

**Authority**

This RFP is undertaken by MSUM pursuant to the authority contained in provisions of Minnesota Statutes § 136F.581 and other applicable laws. Minnesota State University Moorhead 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 University Moorhead 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 MSUM. This RFP does not obligate MSUM 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 University Moorhead is requesting proposals to assist in developing printing and mailing services. The proposer will be expected to provide MSUM with the following services from May 1, 2021 through June 30, 2024:
Technical/Functional Requirements

1. Provide quotes for each printing job and mailing services.
2. Provide consulting/advisement on most cost effective and efficient print solutions.
3. Provide proofs (virtual and/or physical) to be approved before printing.
4. Deliver printed materials to the appropriate office on MSUM’s campus.
5. Provide storage for some printed material with delivery as needed.

RFP Information Contact

Minnesota State University Moorhead’s authorized representative for purposes of responding to inquiries about the RFP is:

Name: Kirsten Jensen
Title: Chief Marketing Officer
Address: 1104 7th Ave. S. Moorhead, MN 56563
Telephone: 218-477-2175
E-mail address: kirsten.jensen@mnstate.edu

Other persons are not authorized to discuss RFP requirements before the proposal submission deadline and MSUM 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 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 one hundred eighty (180) calendar days from the date of the proposal opening unless extended by mutual written agreement between MSUM and the Vendor.

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

Minnesota State’s RFP Terms and Conditions

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

**Authorized Signature**

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

**Selection and Implementation Timeline**

<table>
<thead>
<tr>
<th>Key Dates</th>
<th>Timeline</th>
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<tbody>
<tr>
<td>Monday, April 5, 2021</td>
<td>Publishes RFP notice in State Register</td>
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<tr>
<td>Wednesday, April 14, 2021</td>
<td>Deadline for Vendors to submit clarifying questions</td>
</tr>
<tr>
<td>Monday, April 19, 2021</td>
<td>Publish responses to Vendor questions</td>
</tr>
<tr>
<td>Monday, April 26, 2021</td>
<td>Deadline for RFP proposal submissions</td>
</tr>
<tr>
<td>Wednesday, April 28, 2021</td>
<td>Vendor(s) selected and notified</td>
</tr>
<tr>
<td>May 1, 2021</td>
<td>Deadline for executing contract</td>
</tr>
</tbody>
</table>

Minnesota State University Moorhead 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 University Moorhead desires to enter into a contract with the successful Vendor(s) effective May 1, 2021 or on the date the last recognized signature is obtained, whichever occurs later. The length of such contract(s) will be 38 months or 3 Years and two months. If MSUM and Vendor are unable to negotiate and sign a contract by May 1, 2021, then MSUM reserves the right to seek an alternative Vendor(s).

**Proposal Deadline**

Submitted proposals must be received at the following email address not later 5:00 p.m. CT on Monday, April 26, 2021:

Institution: Minnesota State University Moorhead  
Name: Kirsten Jensen  
Title: Chief Marketing Officer  
Email: kirsten.jensen@mnstate.edu
Format of Proposals and Submission

Responses must be submitted via email in Adobe PDF format. Attachment limits are 50 MB. If file sizes are too large, please create multiple smaller files and email them separately. Hyperlinks to submissions in cloud storage will not be accepted. All pages must be numbered and font size no smaller than 10 point. Minnesota State University Moorhead’s email receipt time stamp will be used for consideration, not the senders. Proposals received after the Proposal Deadline date and time will not be considered.

Proof of authority of the person signing must accompany the response.

Fax and mailed responses will not be considered.

This RFP as well as any submitted questions and answers will be posted as a link to: http://minnstate.edu/vendors/index.html. It is the responder’s responsibility to check the site on a regular basis.

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 Minnesota State University Moorhead’s participation in the contract, as well as any other services to be provided by Minnesota State University Moorhead, and details of cost allowances for this participation. Vendor shall provide:
   
   i. Provide quotes for each printing job and mailing services.
ii. Provide consulting/advisement on most cost effective and efficient print solutions.

iii. Provide proofs (virtual and/or physical) to be approved before printing.

iv. Deliver printed materials to the appropriate office on MSUM’s campus.

5. Technical Questions

i. What electronic file formats can you accept for print and mail processing?

ii. Describe the unique or creative ways you provide value to your clients that set you apart from your competition.

iii. What policies and procedures do you have in place for quality control?

iv. Do you have USPS Certified Mailpiece Design Professionals on staff?

v. What are the makes, models and age of all equipment used in providing print and mail services?

vi. Will you use a third-party any work or otherwise partner with other service providers (e.g., print, fulfillment, presort)?

vii. How will our company be kept informed of the progress of our work, for example when will jobs in progress be completed? Do you provide this information online? If so, please describe whether the information is real time or if it is updated in a batch method?

viii. What are your capabilities of providing electronic versions of documents (e.g., email, online proofing, etc.)?

ix. What is the average level of experience for your staff? What is the industry experience of your production managers? What certifications do they hold (e.g., MQC, EMCM, CMM and CMDSM)?

x. Describe the security of your operations for handling our customer data.

xi. List at least three references who are currently receiving your services.

Terms of Payment

Payment shall be made by Minnesota State University Moorhead promptly after Vendor’s presentation of invoices for services performed and acceptance of such services by Minnesota State University’s authorized representative. All services provided by the Vendor pursuant to the resulting contract shall be performed to the satisfaction of Minnesota State University, 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 University to be unsatisfactory or performed in violation of any applicable federal, state or local law, ordinance, rule or regulation.

**Selection Process**

The selection process includes review by Derek Lien, Graphic Designer, Carol Hall, Print Coordinator and Kirsten Jensen, Chief Marketing Officer, Minnesota State University Moorhead. This group will evaluate the proposals and make the final decision.

**RFP Evaluation Factors**

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Evaluation Factors</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Qualifications and experience of Proposer. We will evaluate the proposal based on the proposer’s overall experience demonstrating their ability to successfully complete the requirements identified in the Scope of Work.</td>
<td>50%</td>
</tr>
<tr>
<td>2.</td>
<td>Cost structure (fee-for-service model preferred)</td>
<td>30%</td>
</tr>
<tr>
<td>3.</td>
<td>General quality and adequacy of response</td>
<td>10%</td>
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<tr>
<td>4.</td>
<td>Target Business Inclusion; respondent is a certified TGB and/or respondent commits to sub-contracting 10% or more of the value of the contract to a certified TGB</td>
<td>10%</td>
</tr>
<tr>
<td>5.</td>
<td>Preference to Economically Disadvantaged Business and Individuals, if applicable*</td>
<td>6%</td>
</tr>
<tr>
<td>6.</td>
<td>Preference to Service Disabled / Veteran-Owned Business and Individuals, if applicable*</td>
<td>6%</td>
</tr>
</tbody>
</table>

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

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

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

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

Pursuant to policy 5.14 and Minn. Stat. 16C.16, Minnesota State Colleges & Universities is committed to taking affirmative action to ensure that minority-owned (MBEs) and women-owned (WBEs) businesses are given equal opportunity to provide their goods & services to Minnesota State. Targeted Business inclusion is a part of the criteria for this request for proposal to facilitate Minnesota State’s fulfillment of this commitment.

For all goods & services contracts estimated to be in excess of $50,000, all responding Vendors are required to complete the attached Targeted Business Inclusion Form and attach hard copies of TGBs certificates verifying that the Vendor is certified by one of the certifying agencies recognized by Minnesota State (see acceptable certifications in the definitions section of this RFP). Vendors are not required to include TGBs in their bid response; however, it should be noted that TGB inclusion is ten percent (10%) of the total proposal criteria.

ED/VO Preferences:

For information regarding certification, contact the OEP at 651-201-2402 or you may reach the Helpline by e-mail at procurement.equity@state.mn.us. For TTY/TDD communications, contact the Helpline through the Minnesota Relay Services at 1.800.627.3529.

Economically Disadvantaged (ED) Business and Individuals

In accordance with Minnesota Rules, part 1230.1810, subpart B certified Economically Disadvantaged (ED) Businesses submitting proposals as prime contractors shall receive the equivalent of a six percent (6%) preference in the evaluation of their proposal. Eligible ED businesses must be currently certified by the Minnesota Department of Administration’s Office of Equity in Procurement (OEP) prior to the solicitation opening date and time.

Veteran-Owned (VO)

In accordance with Minn. Stat. § 16C.16, subd. 6a, (a) Except when mandated by the federal government as a condition of receiving federal funds, the commissioner shall award up to a six percent (6%) preference, but no less than the percentage awarded to any other group under this section on state procurement to certified small businesses that are majority-owned and operated by veterans.