



**Request for Qualifications
For
Outside Public Relations Firm
for
Rowan University**

RFQ 12-50

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Administrative Information

Institution Contacts:

All questions should be submitted **via email** with the subject heading:

RFQ 12-50: Outside Public Relations Firm for Rowan University

Inquiries will not be accepted by telephone. Questions or inquiries should be sent to bids@rowan.edu.

All questions submitted will be answered on the Purchasing Department website: <http://www.rowan.edu/adminfinance/controller/purchasing/bidads.html> on the date indicated below.

Questions regarding opening documents or accessing items on the website should be addressed to:

Christina M. Haley
Procurement Specialist
E-mail: haley@rowan.edu

Due Date:

Qualifications must be received no later than March 16th, 2012 at 4:00 p.m. in the Rowan University Procurement Department located in 202 Memorial Hall, at Rowan University, 201 Mullica Hill Road, Glassboro, NJ 08028.

In order to be considered for the award, all packages must be received at the appropriate location by the required time. Any package not received on time at the noted location will be rejected.

Refer to the Submissions Requirements section of this document for further details.

Schedule of RFQ Events:

- Request for Qualifications Issued 3/6/12
- Question Due 3/8/12
- Answers Posted to Website 3/12/12
- Qualifications Due 3/16/12 4:00 p.m.

Project Overview

On Jan. 25, N.J. Gov. Chris Christie enthusiastically endorsed a proposal to merge Rutgers University's Camden campus with Rowan University to create a research university based in southern New Jersey. The committee that made the proposal was asked to study medical education throughout the state and issued a report that called for the merger (among other recommendations). Find the advisory committee's full report here:

www.rowan.edu/rowanrutgersmerger

The proposal can be implemented by the governor's executive reorganization order and/or legislative action. To date, neither has taken place. For information about the merger, click here: www.rowan.edu/researchuniversityproposal/

Since the announcement, close to 300 stories about the proposed merger have appeared in news outlets regionally, statewide and even nationally. Rutgers officials have spoken out against the merger, as have Rutgers-Camden faculty members, students and alumni. It is the intention of Rowan University to engage the services of a public relations firm to assist the university with major communication initiatives during this time of transition.

I. SCOPE

The University is seeking an award-winning, client-centered creative team with a track record of launching successful campaigns for higher education clients in the Philadelphia metropolitan area. The firm should exhibit expertise in the following:

- Strategic brand development
- Internal communications campaigns
- Strategic planning
- Crisis management
- Social media campaigns
- Blending of brands as a result of a merger
- Identity and brand communications audits

II. PROPOSAL SUBMISSION REQUIREMENTS

- A. Responses should disclose the specific expertise and experience in all of the foregoing areas, as well as the size of the firm.
- B. List the principals of the firm and indicate the members of that firm who will be directly assigned to work on matters representing Rowan.
- C. Provide a client list and an outline of the firm's fee structure.

III. PROCEDURAL REQUIREMENTS & AMENDMENTS

- A. The vendor will comply with all procedural instructions that may be issued from time to time by the Contracting Officer of the University or his/her designee.
- B. During the contract period, no change is permitted in any of its conditions and specifications unless the vendor receives written approval from the Contracting Officer or his/her designee.
- C. Should the vendor find at any time that existing conditions make modification in requirements desirable; it shall promptly report such matter to the Contracting Officer or his/her designee of the University for consideration and decision.
- D. During the period of the contract or any extension thereof, the University reserves the right to add or delete specific services. The awarded vendor will be given thirty (30) days notice to effect requested changes.
- E. The selected firm's key personnel may be required to meet periodically with the Contracting Officer or his/her designee, to discuss services.

IV. COMPLIANCE LAWS

The vendor must comply with all local, state and federal laws, rules and regulations applicable to this contract and to the work to be done hereunder. Including, but not limited to:

- A. Vendors are required to comply with the requirements of N.J.S.A. 10:5-31 et seq. and N.J.A.C. 17:27.
- B. If awarded a contract, winning vendor will be required to comply with the requirements of N.J.S.A. 10-5-31 et seq. and N.J.A.C. 17:27.
- C. Rowan University is committed to affirmative action and equal opportunity in all areas of operation. Those submitting proposals must certify that their vendor has an updated affirmative action/equal opportunity program.

V. FIRM PERSONNEL

- A. All personnel shall observe all rules and regulations in effect at Rowan University governing safety and personal conduct. While on University property, employees shall be subject to control of the University but under no circumstances, shall such persons be deemed to be employees of the University. The vendor or his personnel shall not represent themselves or be considered as employees of Rowan University or the State of New Jersey.
- B. **CRIMINAL BACKGROUND CHECKS ARE MANDATORY** for all non-university personnel performing work on the Rowan University Campus. Vendors, consultants, contractors and subcontractors are required to take all reasonable steps to assure that their employees do not represent a threat to the campus community. Failure to comply with this requirement may result in immediate termination of any award or contract.
- C. The proposer must disclose any information on current or possible conflicts of interest relating to the proposed interchange and/or proposed development.

VI. **GENERAL**

- A. Rowan University may need to issue one or more addenda related to this RFQ. Such addenda shall be added to the original RFQ document and posted at:
<http://www.rowan.edu/adminfinance/controller/purchasing/bidads.html>.
It will be the responsibility of the prospective vendors and other interested parties to familiarize themselves with the web site and visit it regularly during the RFQ process for updated information or addenda related to this RFQ.
- B. **Proposal as Public Information and Property of Rowan**
The information submitted in each Proposal may be subject to public disclosure pursuant to State and Federal law. All submissions will become the property of Rowan. Submitted packages will not be returned to respondents unless they are received late.
- C. The preparation of an RFQ response shall be at the expense of the respondent. Rowan will not reimburse firms for any costs associated with the preparation or submittal of a response.
- D. By responding to this RFQ, firms acknowledge and consent to the conditions set forth herein relative to the submission, review and consideration of your response.
- E. Submissions which, in the sole judgment of Rowan, fail to meet the requirements of the RFQ or which are in any way conditional, incomplete, obscure, contain additions or deletions from requested information, or contain errors may be rejected.
- F. In submitting a proposal, the Vendor agrees, unless specifically authorized in writing by an authorized representative of Rowan University on a case by case basis, that it shall have no right to use, and shall not use, the name of Rowan University, its officials or employees, or the Seal of the University:
1. In any advertising, publicity, promotion;
 2. To express or imply any endorsement of agency's services;
 3. To use the name of the State, its officials or employees or the University seal in any manner (whether or not similar to uses prohibited by (a) and (b) above) except only to manufacture and deliver in accordance with this agreement such services as are hereby contracted by the University.
- G. All contracts between the successful firm and the University will be for the purpose of setting prices and services to be provided and the term that they are valid. No minimal amount of work will be guaranteed.
- H. Rowan reserves the right to suspend or terminate the procurement process described in this RFQ at any time (in its sole discretion). If terminated, Rowan may determine to commence a new procurement process or exercise any other rights provided under applicable law without any obligation to the Respondents.
- I. **Rowan University Terms and Conditions apply:**
<http://www.rowan.edu/adminfinance/controller/purchasing/required.html>

Contract Deliverables and Requirements

Instructions:

In order to be considered for the award, all Proposals must be received at the appropriate location by the required time. Any package not received on time at the noted location will be rejected.

Submit one original, four (4) copies, and a PDF version of your qualifications and proposal no later than **4:00 p.m.** of the due date to:

Procurement Department
2nd Floor, Memorial Hall
Rowan University
201 Mullica Hill Road
Glassboro, NJ 08028

Please label all Packages: RFQ 12-50 Outside Public Relations Firm

PDF copies may be emailed to bids@rowan.edu. Note: Any firm not submitting the hard copies by the submittal date to the Procurement Department will be deemed responsive.

Evaluation and Selection Criteria

Rowan reserves the right to reject any or all submissions, to waive any requirements of the RFQ and to modify or amend, with the consent of the respondent, submissions. All submissions become the property of Rowan.

An initial screening of all submissions will be conducted to determine overall responsiveness. Submissions determined to be incomplete or non-responsive per Procurement policies will be disqualified.

Submission of qualifications against this RFQ is the respondents' acknowledgement that subjective criteria will be used in the evaluation of responses. Final award shall be made to the respondent who is determined to be the most advantageous to the University.

All responses to this RFP will be evaluated on the basis of whose response is the most advantageous to the University and whose response will provide the highest quality of service at fair and competitive prices.

The University will use a one hundred (100) point system in evaluating all of the proposals received. The criteria to be evaluated and the point values assigned to the criteria are identified below:

Category	Potential Points
Higher Education Experience	0-30
Strategic, Long-Term Issue Planning	0-30
Issue Oriented Campaigns in NJ/PA Market	0-20
Fee Structure	0-10
Crisis Communication	0-10

The evaluation process will contain two Phases. During the first Phase of the evaluation process, responses will be evaluated based on criteria listed above. The top rated firms will be invited to present to senior administrators.

The second Phase will consist of 0-100 points based on the respondent's interview as determined by the interview committee.

It is the intention of the University to award the contract to the respondent whose proposal is the most advantageous to the University, price and other factors considered and who will provide the highest quality service at fair and competitive prices.

Selection of the award shall be based solely on the Review Committee's evaluation of the submissions combining Phase I and Phase II.

PROPOSAL PAGE

The undersigned vendor, in response to Rowan University's Request for Qualifications for Outside Public Relations Firm, RFQ 12-50, having carefully examined the RFQ documents and being familiar with the conditions surrounding the proposed project, hereby proposes to provide such services meeting the requirements outlined in this RFQ, in accordance with the Statement of Qualifications attached hereto.

Submitted by: _____
(Vendor name – please print clearly)

(Address)

(City) (State) (Zip)

Phone: _____

E-mail: _____

Vendor's Signature: _____

Print Name and Title: _____

Date: _____

Addendum A – Goods, Professional Services and General Service Projects

**CHECK LIST – ONLY ITEMS CHECKED ARE APPLICABLE FOR THIS OFFERING
UNLESS NOTED OTHERWISE, ALL APPLICABLE ITEMS MUST BE RETURNED WITH BID PACKAGE OR SUBMISSION
WILL BE REJECTED**

1. ROWAN UNIVERSITY TERMS AND CONDITIONS – **Do Not Return with Package**
2. Proposal Page (page 8) **fully executed**
3. Non Collusion Affidavit
4. Ownership Disclosure Statement
5. Contractor Certification and Disclosure of Political Contributions Public Law 2005, Chapter 51 formerly Executive Order 134) and Executive Order 117 **Instructions - Do not return with Package**
6. Contractor Certification and Disclosure of Political Contributions Public Law 2005, Chapter 51 (formerly Executive Order 134) and Executive Order 117 **Application**
7. New Jersey Business Registration Certificate
8. Taxpayer Identification Request (W-9 Form)
9. Exhibit A Mandatory EEO Language for Goods, Professional Services & General Service Projects
10. EEO/AA Evidence Disclosure
11. Form of Bid Bond **
12. Consent of Surety **
13. New Jersey Policy Prohibiting Discrimination, Harassment or Hostile Environments in the Workplace **Notice -Do not return with package**
14. **Acknowledgement of Receipt** for New Jersey State Policy Prohibiting Discrimination, Harassment or Hostile Environments in the Workplace

OPTIONAL DOCUMENTS

New Jersey Small Business Set-Aside Program Application

****All forms except these are available at Rowans University's web site:
<http://www.rowan.edu/adminfinance/controller/purchasing/required.html>**