

## REQUEST FOR PROPOSALS

### Marketing and Creative Services

ISSUED BY Vermont State University Workforce, Community & Economic Development Division

APPLICATION DEADLINE Friday, June 3, 2024 5:00 P.M. Eastern Standard Time

APPLICATION INSTRUCTIONS Email PDF versions of all documents to [CWPE@VermontState.edu](mailto:CWPE@VermontState.edu) by the deadline using the following naming convention: Email Subject Line: Marketing and Creative Services Proposal

QUESTIONS REGARDING THE RFP Questions regarding this RFP may be directed to Carrie Wright, Director of Operations for Workforce, Community & Economic Development at [Carrie.Wright@VermontState.edu](mailto:Carrie.Wright@VermontState.edu). Please put "Marketing and Creative Services Question" in the subject line of your message. All questions must be submitted by Friday, May 15, 2024, 5:00 P.M. EST. Answers will be provided by Friday, May 20, 2024, 5:00 P.M. EST, and available on [www.vsc.edu/rfps](http://www.vsc.edu/rfps).

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### VERMONT STATE COLLEGES SYSTEM OVERVIEW

The Vermont State Colleges System (VSCS) underwent a significant transformation, with the guidance of the University of Vermont (UVM).

. Each year, the VSCS educates 10,000 Vermonters and employs over 3,000 full and part-time personnel. In the spring of 2023, the VSCS graduated 2,005 Vermonters and out-of-state students into the workforce with certificates and degrees.

### SCOPE OF SERVICES

The Workforce, Community & Economic Development (WCED) at VTSU consists of several Centers: The Center for Agriculture & Food Entrepreneurship (CAFE), the Center for Innovation & Entrepreneurship (CIE), the Center for Schools (CFS), and the Center for Workforce & Professional Education (CWPE). These Centers offer certificates, innovation hubs, online and in-person continuing professional education, training required for licensure, registered apprenticeship programs, and customized training for employers. WCED requests interested parties submit competitive bids to provide marketing and creative services which are listed below.

The selected consultant will provide all labor, equipment, supplies, supervision, tools, and materials for marketing and promotional services to WCED.

All work will be performed professionally, with the highest quality standards and according to the conditions outlined in the contract. All creative, marketing, and promotional work will utilize the approved VTSU Branding and Writing Style guides.

Submitting consultants should consider addressing how they can utilize the following to attract potential employer partners and participants while delivering key performance indicators to establish a return on investment to the WCED:

- x Graphic Design Services;

- x Content Generation/ Copywriting;
- x Media Buying;
- x Target Market Identification;
- x Market Research and Analysis;
- x Material Production for Tabling Events;



2. This RFP and the process it describes are proprietary to the VSCS and are for the sole exclusive benefit of the corporation. No other party, including any Applicant, is granted any rights hereunder. Any response, including written documents and verbal communication, by any Applicant to this RFP shall become the property of the VSCS and is subject to public disclosure as described in the Confidentiality section below.
3. Submission of a bid indicates acceptance by the party of the conditions in this RFP unless clearly and specifically noted in the proposal submitted and confirmed in a contract between Vermont State Colleges System and the chosen party selected.
4. Responses shall be binding upon the chosen party and irrevocable for up to 60 days after the applications close
5. From the release date of this RFP until the award of the contract, no contact with Vermont State Colleges System personnel, or board members related to this solicitation are permitted. Direct all communications to the designated contact on the first page of this request.
6. The Vermont State Colleges System reserves the right to:
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