

# REQUEST FOR PROPOSALS

## Graphic Design Services

**ISSUE DATE:** March 22, 2021

**REVIEW OF PROPOSALS WILL BEGIN:** April 5, 2021

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### INTRODUCTION

Northern Maine Community College (NMCC) seeks to enter into a contract with an individual or firm to provide design service for two marketing documents, used primarily by the Admission Office: Viewbooks and Travel Piece.

### BACKGROUND

Northern Maine Community College is one of seven colleges in the Maine Community College System. The campus is located in Presque Isle and currently offers more than 30 associate degrees, certificates and advanced certificate programs. Each semester, approximately 1,000 students are enrolled in credit and non-credit courses. NMCC is accredited by the New England Commission of Higher Education (NECHE), one of seven regional higher education accrediting bodies in the United States.

### REQUIREMENTS/SCOPE OF WORK

Northern Maine Community College is requesting information and qualifications from individuals or firms with an interest in providing design services for NMCC's marketing documents utilized by the Admissions staff: Viewbook and Travel Piece.

### REQUESTED INFORMATION

Consultants interested in being considered for these services are asked to provide the following information. Review of submissions will begin on April 5, 2021.

#### 1. Vendor Overview

- a. The name and location of your firm
- b. Project manager contact information
- c. Brief description of your firm, including number of years of experience
- d. Qualifications and experience of key staff who will be directly involved in providing services to NMCC.
- e. Specific credentials, awards and other demonstrations of meritorious work

## 2. Qualifications

- a. A written summary of marketing and informational materials that the firm has produced for clients in the past three years, including examples of projects of merit. The examples should include project goals, time between engagement and completion, and collaboration necessary to satisfactorily complete the project.
- b. At least three (3) samples of printed work. *(Note: If you send hard copies of samples and would like them returned, please include a stamped, self-addressed return envelope.)*

## 3. Client Base

- a. At least 3 references of clients for whom you have provided similar services within the last 36 months. NMCC would prefer the references come from the example projects listed in 2(a).
- b. Reference information should include the following:
  - The organization name, contact information, and title
  - An overview of the work performed by the client

## 4. Compensation Structure

- a. NMCC intends to contract with a firm or individual as independent contractor. Describe the desired terms of payment for the types of services/projects described in the RFP and any special terms that may be offered to NMCC.

## **METHOD OF AWARD**

This contract for professional services will be awarded on the basis of the following criteria:

- Quality of design;
- Demonstrated ability to respond to client needs in a collaborative and creative fashion;
- Experience and success in providing design services to clients with similar needs and missions to those of NMCC;
- Ability of vendor to manage the contract and provide services in a collaborative, creative, timely and accurate manner; and
- Pricing structure

NMCC reserves the right to reject any and all proposals or parts of proposals and is not necessarily bound to accept the lowest offer if that offer is contrary to the best interest of NMCC. In making an award, intangible factors such as availability, integrity, reputation, aesthetics, and past performance will also be weighed.

## **CONTRACT TERMS**

NMCC will enter into a contract for only the projects indicated in this proposal. There is no promise of future work. Contractor would agree to sign full copyright and usage rights over to

NMCC, delivering design files in addition to print-ready files. The purpose of this is to allow the College to make modifications as-needed in light of new programs, policy changes, etc. NMCC agrees to not use these design files for more than five (5) academic years.

To ask a question about the RFP or to receive answers to questions asked by other vendors, please email [info@nmcc.edu](mailto:info@nmcc.edu) by 5:00 p.m., Monday, March 29, 2021. E-mails should include the following subject line "Questions: Graphic Design Services RFP". Answers to all questions will be posted to the NMCC website [www.nmcc.edu](http://www.nmcc.edu) by noon Wednesday, March 31.

Northern Maine Community College is an equal opportunity/affirmative action institution and employer. For more information, call the Affirmative Action Officer at (207) 768-2791.

Bidders interested in being considered for this work must agree to the Standard Term and Conditions Applicable to all Maine Community College System Contracts as posted on the website [nmcc.edu/about-nmcc/news-info/rfps/](http://nmcc.edu/about-nmcc/news-info/rfps/).