



**REQUEST FOR PROPOSALS**  
**Graphic and Communications Design Services**

**ISSUE DATE:**  
**September 10, 2018**

**REVIEW OF PROPOSALS WILL BEGIN:**  
**September 24, 2018**

**E-MAIL PROPOSALS TO:**  
**[info@mccs.me.edu](mailto:info@mccs.me.edu)**

**INTRODUCTION**

The Maine Community College System ("MCCS") seeks to enter into a contract with one or more individuals or firms to provide design services on an as-needed basis.

**BACKGROUND**

The Maine Community College System (MCCS) is Maine's comprehensive two-year college system offering nearly 300 career and transfer programs, continuing education, and customized training for business and industry. The MCCS consists of seven colleges and a centralized System office. The System Office oversees print and electronic communications and marketing materials for a number of System-wide initiatives, among them:

- Maine Quality Centers
- Embark: Support for the College Journey
- System-wide scholarship programs
- MCCS website: [mccs.me.edu](http://mccs.me.edu)
- The Foundation for Maine's Community Colleges
- MCCS publications including, but not limited to: reports, an annual viewbook, brochures, marketing materials, and other collateral materials.

**REQUIREMENTS/SCOPE OF WORK**

The Maine Community College System is requesting information and qualifications from individuals or firms with an interest in providing design services for MCCS marketing and informational materials and program specific projects on an as-needed basis. The contract will be between the vendor or vendors and the System Office, located in Augusta.

## REQUESTED INFORMATION

Consultants interested in being considered for these services are asked to provide the following information. Review of submissions will begin on **September 24, 2018**.

### 1. Vendor Overview

- a. The name and location of your firm
- b. Project manager contact information
- c. Brief general 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 the M CCS
- e. Specific credentials, awards and other demonstrations of meritorious work

### 2. Qualifications

- a. A written summary of marketing and informational materials, reports, web and social media content that the firm has produced for clients in the past three years, including examples of projects of merit. The examples should include the project goals, time between engagement and completion, collaborations necessary to satisfactorily complete the project, and the final cost of the project.
- b. At least three (3) samples of print work and two (2) samples of web-based design. *(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. A client list sorted by industry
- b. At least 3 references of clients for whom you have provided similar services within the last 36 months. The M CCS would prefer the references come from the example projects listed in 2 (a).
  - The organization name and location
  - An overview of the work performed for the client
  - Starting date of service
  - Contact name, title
  - Telephone number, email address, and Web URL (if available)

### 4. Compensation Structure

- a. The M CCS intends to contract with firms as independent contractors. Describe the desired terms of payment for the types of services and projects described in this RFP and any special terms that the firm may offer to M CCS.

## 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 service to clients with similar needs and missions to those of the MCCS;
- Ability of vendor to manage the contract and provide services in a collaborative, creative, timely, and accurate manner; and
- Pricing structure.

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

## CONTRACT TERM

The MCCS will enter into a two-year contract with three one-year options to renew at the discretion of MCCS upon successful completion of the initial contract.

To ask a question about the RFP or to receive answers to questions asked by other vendors, please e-mail [info@mccs.me.edu](mailto:info@mccs.me.edu) by 5:00 p.m., Friday, September 14, 2018. E-mails should include the following in the subject line “Questions: Graphic Design Services RFP.”

*The Maine Community College System is an equal opportunity/affirmative action institution and employer. For more information, call the Affirmative Action Officer at 207.629.4000.*

*Bidders interested in being considered for this work must agree to the **Standard Terms and Conditions Applicable to All MCCS Contracts** (detailed on the following page).*



**NOTICE TO VENDORS AND BIDDERS:  
STANDARD TERMS AND CONDITIONS APPLICABLE TO ALL MCCS CONTRACTS**

The following standard contracting terms and conditions are incorporated and shall become a part of any final contract that will be awarded by any college or other operating unit of the Maine Community College System (collectively "MCCS"). These terms and conditions derive from the public nature and limited resources of the MCCS. MCCS DOES NOT AGREE TO:

1. Provide any defense, hold harmless or indemnity;
2. Waive any statutory or constitutional immunity;
3. Apply the law of a state other than Maine;
4. Procure types or amounts of insurance beyond those MCCS already maintains or waive any rights of subrogation;
5. Add any entity as an additional insured to MCCS policies of insurance;
6. Pay attorneys' fees, costs, expenses or liquidated damages;
7. Promise confidentiality in a manner contrary to Maine's Freedom of Access Act;
8. Permit an entity to change unilaterally any term or condition once the contract is signed; and
9. Automatic renewals for term(s) greater than month-to-month.

By submitting a response to a Request for Proposal, bid or other offer to do business with MCCS, YOUR ENTITY UNDERSTANDS AND AGREES THAT:

1. The above standard terms and conditions are thereby incorporated into any agreement entered into between MCCS and your entity; that such terms and condition shall control in the event of any conflict with such agreement; and that your entity will not propose or demand any contrary terms;
2. The above standard terms and conditions will govern the interpretation of such agreement notwithstanding the expression of any other term and/or condition to the contrary;
3. Your entity will not propose to any college or other operating unit of the MCCS any contractual documents of any kind that are not in at least 11-point font and completely contained in one Word or PDF document, and that any references to terms and conditions, privacy policies or any other conditions referenced outside of the contract will not apply; and
4. Your entity will identify at the time of submission which, if any, portion or your submitted materials are entitled to "trade secret" exemption from disclosure under Maine's Freedom of Access Act; that failure to so identify will authorize MCCS to conclude that no portions are so exempt; and that your entity will defend, indemnify and hold harmless MCCS in any and all legal actions that seek to compel MCCS to disclose under Maine's Freedom of Access Act some or all of your submitted materials and/or contract, if any, executed between MCCS and your entity.