



Request for Qualifications

Consulting Services

Central Washington University

Ellensburg, WA

Reference Bid: RFQQ# F-2069

Issue Date: March 23, 2022
Questions Due: March 30, 2022 by 3PM PST
Proposals Due: April 7, 2022 by 3PM PST

Return Proposals To:

Central Washington University
Purchasing Office- Mailstop 7480
2nd Floor Mitchell Hall
400 E. University Way
Ellensburg, WA 98926-7480

SECTION #2: GENERAL INFORMATION

2.1 Purpose of Proposal:

Central Washington University intends to contract with a qualified marketing company to support enrollment for the new computer science program at Des Moines. The purpose of this competitive procurement process is to assist the University in selecting a vendor who will best meet the University's needs. The RFQQ provides vendors a means to present their services and abilities for an objective review.

Project Objective:

Identify leads and enroll 30 students into CWU-Des Moines cohort.

Project Scope:

To effectively achieve the objective, areas of focus should include the following:

Deliverables:

- Digital marketing, scaled data reporting, and ad adjustment
- Lead identification
- 30 program enrollees for fall 2022

Schedule:

- Issue Date: 3/23/22
- Proposals Due: 4/7/22
- Anticipate start Date: 4 / 11 /22
- Completion Date: 10/1/22

*CWU reserves the right to adjust this schedule.

2.2 Background: Central Washington University (CWU) is a publicly assisted university located in Ellensburg, Washington, 100 miles east of Seattle. The governing board of the university is appointed by the governor. About 11,000 full-time equivalent students attend the university, 1700 of whom attend one of six satellite campuses located in Des Moines, Lynnwood, Lakewood, Moses Lake, Wenatchee, and Yakima; and two Instructional Sites located in Sammamish, and at the Joint Base Lewis-McChord. CWU has approximately 1,400 faculty and staff located at the various facilities. Further information about the university may be found at the following web site: www.cwu.edu. Ninety-five percent of CWU students are Washington residents.

About 80 percent of CWU students are from western Washington, with concentrations in King, Pierce, Snohomish, and Yakima counties. About 30 percent of students are people of color. Sixty-five percent of graduates transferred to CWU from another institution.

The university colleges, departments, and development divisions work with advisory boards that include membership of business leaders from throughout the state.

CWU is a master's degree-granting university. Some signature areas of study at CWU include music, information technology and administrative management, education, supply chain management, geology, aviation, and paramedics.

2.4 Term of Contract: The contract term will be negotiated with the successful firm.

2.5 University Parking Enclosed for your information is a University map. Visitors to campus should stop at the CWU Welcome Center at the corner of Pearl Street and University Way for directions and parking information. The University is not responsible for parking infractions/violations incurred by visitors.

2.6 WA State Business License Requirement: Business enterprises, whether an individual, partnership or corporation, must obtain a Washington business license in order to do business in Washington State. Application information may be obtained from the Internet site of the Department of Licensing: <http://www.wa.gov/dol/bpd/buslic.htm>.

2.7 Minority and Women's Business Enterprises: In accordance with the legislative findings and policies set forth in Chapter 39.19 RCW the State of Washington encourages participation in all its contracts by MWBE firms certified by the Office of Minority and Women's Business Enterprises (OMWBE). Participation may be either on a direct basis in response to this solicitation or as a subcontractor to a Proposer. However, unless required by federal statutes, regulations, grants, or contract terms referenced in the contract documents, no preference will be included in the evaluation of proposals, no minimum level of MWBE participation shall be required as condition for receiving an award and proposals will not be rejected or considered non-responsive on that basis. Any affirmative action requirements set forth in federal regulations or statutes included or referenced in the contract documents will apply. Proposers may contact OMWBE at 360-753-9693 to obtain information on certified firms for potential subcontracting arrangements.

The following voluntary numerical MWBE participation goals have been established for this bid: Minority Business Enterprises (MBE's): 10% and Woman's Business Enterprises (WBE's) 8%.

2.8 Insurance: Vendor shall obtain and maintain in force at all times during the term hereof:

- (i) Workers' Compensation Insurance in accordance with applicable state laws and Employer's Liability coverage for employees providing services hereunder. Vendor hereby waives any immunity that would otherwise be available against claims under the Industrial Insurance provisions of Title 51 RCW.
- (ii) General liability insurance covering the operations, products completed-operations and activities of Vendor, with minimum limits for bodily injury and property damage of no less than One Million Dollars (\$1,000,000) each occurrence and Two Million Dollars (\$2,000,000) aggregate. Vendor shall provide CWU with certificates of insurance as evidence of such coverage within thirty (30) days of execution of this Agreement. CWU shall be named as an additional insured on the general liability policy. Such insurance will be primary and non-contributory.

(iii) Automobile liability insurance covering owned, hired and non-owned vehicles used in the operation of Vendor's business, with a combined single limit of liability for bodily injury and property damage in the amount of one million Dollars (\$1,000,000). Vendor shall provide CWU with a certificate of insurance as evidence of such coverage within thirty (30) days of execution of this Agreement.

SECTION #3: GENERAL INSTRUCTIONS TO ALL BIDDERS

3.1 Applicable Dates:

Requests for Proposals issued	March 23, 2022
Questions Due	March 30, 2022 at 3 PM Ellensburg time
Proposals due	April 7, 2022, 3 PM Ellensburg time

3.2 Amendments to Specifications: Any amendment(s) to or error(s) in the specifications called to the attention of the university will be added to or corrected and furnished to all those holding specifications.

3.3 Preparation of Responses: Responses must be prepared on university forms where provided and standard 8.5" x 11" paper for additional submittals. The response should be stapled or bound. Tabs to separate and identify portions of your response are encouraged. The respondent's name must appear on each page. Responses to the 'Requirements of Proposals' must be formatted to correspond numerically to the requirements listed in Section #4.

3.4 Cost of Preparation: The university will not pay respondent costs associated with preparing or presenting any response to this request.

3.5 Number of Copies: One complete responses must be submitted prior to the time and date stated in section 3.1 (Applicable Dates). All materials become the property of the university upon receipt.

3.6 Multiple Responses: Respondents who wish to submit more than one proposal may do so, provided that each proposal stands alone and independently complies with the instructions, conditions and specifications of the request. If multiple responses are submitted, the university reserves the right to select the most advantageous proposal to the university.

3.7 Proprietary Information: Any information contained in the RFQQ response that is proprietary must be clearly designated. Marking of the entire response as proprietary will neither be accepted nor honored. The university cannot guarantee that all such material noted remains proprietary, particularly if it becomes a significant consideration in contract award. Information will be kept confidential only to the extent allowed by Public Disclosure Law.

3.8 Questions and Communication via Designated Contact: All communications and/or questions in regard to this request must be in writing. Respondents are encouraged to either email or fax questions to the Purchasing Office at (509) 963-2871, or e-mail them to Charity.Thornton@cwu.edu. If mailed, the address is as follows: Central Washington University, Purchasing Office, Attn: Charity Thornton, 400 E University Way, M/S 7480, Ellensburg WA 98926-7480. In any case, please reference the RFQQ number found on the cover page of this solicitation.

3.9 Submitting Responses: Respondents must submit their responses to the Central Washington University Purchasing Office by Email, mail or hand-delivery (not by Fax). **Responses must use university forms where provided and should be formatted for 8.5 x 11 paper, signed, and saved and submitted as PDF documents.**

Regardless of the method of delivery, the response must arrive at the Purchasing Office no later than the date and local Ellensburg time identified in section 3.1 (Applicable Dates) of these instructions. Late responses will not be reviewed. The method of delivery will be at the discretion of the respondent and will be at the

respondent's sole risk to assure delivery at the designated office. Generally, UPS and Federal Express deliver daily to the Purchasing Office. The university does not take responsibility for any problems in the mail or delivery services, either within or outside the university. Receipt by any other office or mailroom is not equivalent to receipt by the Purchasing Office.

If Delivery is by Email (preferred) send to:

Charity.Thornton@cwu.edu

Note: All emailed Proposals will be confirmed with a return email. It is the bidders responsibility to verify that their proposal has been received by the CWU – Purchasing Office.

If delivery is by mail the address is:

Central Washington University
Purchasing Office
M/S 7480
400 E University Way
Ellensburg WA 98926-7480

If hand-delivered, the physical location is:

Central Washington University
Purchasing Office
Mitchell Hall, 2nd Floor
Ellensburg WA 98926-7480

3.10 Responses: Any response received after the date and hour specified in Section 3.1 Applicable Dates will be not be reviewed.

3.11 Public Opening: A formal bid opening will not be held. Bid information, including price sheets, will not be available for public disclosure until after award of the contract.

3.12 Clarification of Responses: As part of the evaluation process, respondents may be asked to clarify specific points in their response and make themselves available for a telephone interview or campus interview as desired. However, under no circumstances will respondents be allowed to make any changes to their responses after the deadline for submission.

3.13 Reserved Rights: Subject to the provisions of Chapter 69, Laws of 1996 (SSB 6572), the state reserves the right to:

1. Waive any informality as per WAC 236-48-124.
2. Reject any or all proposals, or portions thereof. WAC 236-48-094 allows the state to "accept any portion of the items proposed" unless the bidder stipulates all or nothing on the proposal.
3. Reissue an IFB, RFQ, or RFP, or negotiate under provisions outlined under RCW 43.19.1911.
4. Award on an all or none basis, taking into consideration reduction in administrative costs as well as unit proposal prices.

3.14 Invoicing: The original and one copy of each invoice must be sent to Central Washington University; Accounts Payable; 400 E University Way; Ellensburg, WA 98926-7470. **All invoices must reference the correct Central Washington University purchase order number.**

SECTION #4 REQUIRED RESPONSES OF ALL BIDDERS

NOTE: All respondents must provide the required information requested in this section. Information must be presented in a clear, concise and complete format. Responses are to be formatted to correspond numerically with items listed below. Failure to respond to all items in this section may be deemed as sufficient reason to disregard any response.

Respondents must complete, sign in ink, and include 'SECTION #1 BIDDERS SUBMITTAL PAGE'.

ON SEPARATE COMPANY LETTERHEAD, respondent must reply to each of the following questions in the order presented:

4.1 Company Profile:

Describe the proposing organization including size, areas of specialization and expertise, client base and any other pertinent information in such a manner that the evaluation committee may reasonably formulate a determination about the stability and strengths of the proposing organization.

4.2 Company Personnel

State the name, the title or position, and telephone number of the individuals who would have primary responsibility for the project resulting from this RFQQ. Disclose who within the firm will have prime responsibility and final authority for the work under this contract. Attach a current resume for each individual.

4.3 Experience:

Indicate the experience with high education customers that the respondent has in the area of consulting identified in section 2.1. Describe any additional experience that would substantiate and enhance the qualifications of the respondent in regard to the performance of a contract resulting from this solicitation.

4.4 References:

Provide a list of at least three (3) contracts of a size and scope similar to the work described herein that respondent has performed during the last three years. Include a brief description of the project, the contract period, the name of contact person(s) directly involved in the project along with an e-mail address and phone and fax numbers.

4.5 Cost:

Identify all costs (hourly rate) to be charged for performing the tasks necessary to accomplish the objectives of the contract as stated herein.

SECTION #5: PROPOSAL AWARD CRITERIA

5.1 Selection Criteria: The following criteria will be used to evaluate the proposals received:

- 5.1.1 Demonstrated understanding of issues related to consulting for institutions of higher education.
- 5.1.2 The experience and level of commitment of the firm and/or proposed key individual(s).
- 5.1.3 Accessibility of key individual(s).
- 5.1.4 Responsiveness of the written proposal to the purpose and scope of service.
- 5.1.5 Ability and history of successfully completing contracts of this type, meeting project deadlines and experience in similar work.
- 5.1.6 All costs, fees, and other expenses associated with the project.
- 5.1.7 Any other relevant factors.

5.2 Lowest Responsive Bidder: In determining the “lowest responsive bidder” as per RCW 43.19.1911, the following items shall also be given consideration:

- 5.2.1 The quality of the articles proposed to be supplied, their conformity with specifications, the purposes for which required and the times of delivery.
- 5.2.2 The ability, capacity, and skill of the bidder to perform the contract or provide the service required;
- 5.2.3 The character, integrity, reputations, judgment, experience, and efficiency of the bidder;
- 5.2.4 The bidder can perform the contract within the timeframe specified;
- 5.2.5 The quality of performance on previous contracts or services;
- 5.2.6 The previous and existing compliance by the bidder with laws relating to the contract or services;
- 5.2.7 Such other information as may be secured having a bearing on the decision to award the contract such as life cycle costing.