



Request for Proposals

Branding, Visual Identity, and Communications Strategy for Monterey Peninsula College

Date issued: November 25, 2020

Deadline for Submission of Proposals: December 31, 2020 by 5PM PST.

Presentations (for invited proposers): January 8, 2021 between 2-4pm (via Zoom)

Method for Submission of Proposals: Completed proposals should be submitted as one PDF file by email to kdarken@mpc.edu

Contact: Kristin Darken, Director of Marketing & Communications
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Monterey Peninsula College
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ABOUT MONTEREY PENINSULA COLLEGE

Monterey Peninsula College is an open-access institution, committed to fostering student learning and success by providing excellence in instructional programs, facilities, and services to support the goals of students pursuing transfer, career, basic skills, and lifelong learning opportunities. As a comprehensive community college, MPC responds to the educational and cultural needs of its diverse community, distinguished for its outstanding academic programs and strong commitment to student success.

MPC serves the communities of Big Sur, Carmel, Carmel Valley, Del Rey Oaks, Marina, Monterey, Pacific Grove, Pebble Beach, Sand City, and Seaside. In addition to the scenic Monterey campus located on 90+ acres, MPC's district includes two facilities in north Monterey County: the Marina Education Center, and a Public Safety Training Center in Seaside. A federally designated Hispanic Serving Institution (HSI) since 2013, MPC enrolled 11,908 students in 2019-2020, of which 42% were Hispanic.

The college offers over 100 degree and certificate programs that prepare students for transfer to four-year institutions, provide career and technical training, engage lifelong learners, or improve basic skills. MPC currently offers 14 transfer degrees with guaranteed admission to the California State University system. In addition, MPC has a growing distance education program which has been further expanded recently due to the COVID-19 pandemic.

To learn more about Monterey Peninsula College, please visit www.mpc.edu and follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

PURPOSE AND PROJECT OBJECTIVES

The purpose of this Request for Proposals (“RFP”) is to solicit the best overall proposal for the provision of consulting services for the development of a brand identity, including a new logo and visual identity guide, and a communication strategy for Monterey Peninsula College (the College).

The College currently has an out-dated logo and lacks a tag line that appeals to and can connect to the different audiences that we serve. The College has identified excellence, innovation, inclusiveness, and a culture of completion as strategic priorities, which require a brand and communication strategy that will support marketing initiatives and enrollment campaigns.

In addition, there is a growing demand for improved communication and engagement with residents, businesses, and other community stakeholders, as well as internal communication with staff. The brand strategy and visual identity guide need to reflect both the community we serve and the College as an organization. The communication strategy must provide guidance on how to improve communication and engagement while recognizing that the College has minimal internal resources or expertise.

The Marketing & Communications Office has identified the following objectives for this project:

1. Gain insight into the brand promise for MPC based on the community as it is today as well as its aspirational goals for future growth.
2. Create a distinct, unique brand for the College that will attract students, businesses and other residents. The brand will be flexible to allow for application in marketing for a variety of subgroups in the community.
3. Improve the College’s brand awareness within the community, in target markets and within the organization.
4. Establish a creative “Tool Kit” that can be used to produce future collateral and marketing campaigns.
5. Improve and expand on communication and engagement with public and internal audiences through improved tactics, messaging and processes to build community awareness, improve accessibility, maintain a high level of interest in and support for College initiatives, facilitate the flow of information sharing and engagement between various internal and external audiences; foster a consistent, professional image in all operations; improve strategic communication.

BUDGET

The budget allocated for this project is \$45,000-\$60,000. Any proposals submitted pursuant to this RFP shall not be offers to contract for the provision of any of the services outlined herein, but shall only be used to identify a preferred firm with whom the College may negotiate a contract.

SCOPE OF SERVICES

The scope of services as part of a comprehensive district-wide strategic marketing planning process includes two parts: Brand Strategy & Visual Identity, and Communication Strategy.

Part I. Brand Strategy & Visual Identity

- 1) Brand development and strategy, to include:
 - a) Brand audit review
 - b) Discovery/research (including market research and consultation with key District members and the community).
 - c) Tagline development
- 2) Visual identity design and guidelines, to include:
 - a) Brand positioning: addresses issues such as the brand essence, character, brand promise, key brand messages, audiences perceptions, and competitive position
 - b) Visual identity design (with 3-5 options for consideration)
 - c) Brand hierarchy: review, update or develop sub-brands for certain divisions, such as Career Education & Athletics, to fit within the College Brand; and provide recommendations for hierarchical structure/use of sub-brands.
 - d) Visual Identity/Branding Guidelines: develop a document (or “Brand Book”) that will specify, articulate, and depict the defining elements of the visual identity system and provide examples for marketing communications material.
 - e) Template development: letterhead, business cards, marketing ad template, brochure template, e-newsletter template, presentation templates

Part II. Communication Strategy

- 1) Communication Audit, to include:
 - a) Review and analysis of existing communication policies and practices related to internal and external communication, community engagement and media relations
 - b) Review and analysis of existing communication strategies and tactics
 - c) Complete market research to gain insight into organization requirements and audience needs for effective communication and engagement. Note that this research component may be combined with the Brand Discovery/Research component.

- 2) Communication Strategy Development:
 - a) Update any existing communication policies and practices as required based on audit.
 - b) Develop a communication strategy that addresses audience needs and communication messaging and tactics.
 - c) Recommend tactics to support effective community engagement
 - d) Recommend process changes to facilitate effective internal and external communication.

PROPOSAL CONTENTS

Please include each of the following in your response to this RFP:

- 1) Company Name, Address, and Contact Person
- 2) Company Overview
- 3) Qualifications, describing extensive experience in the development of branding, corporate identity, and high-level messaging (higher education, public institution and/or not-for-profit experience is preferred)
- 4) Staffing Plan, including all staff whom would be involved with the project
- 5) Detailed Description of Services to be Provided in response to the Scope of Work
- 6) Budget (include hourly rates of staff)
- 7) Timeline, with target dates for completing each part of the Scope of Work. Please note the College intends to complete the project in its entirety by May 1, 2021.
- 8) References (three preferred)
- 9) Additional Information, including relevant samples of your work.

EVALUATION & SELECTION PROCESS

Proposals will be evaluated by the Vice President of Advancement (VPA) and the Director of Marketing & Communications (DMC). Those selected for further consideration will be asked to provide a brief presentation to the campus Marketing Committee on **Friday, January 8, 2021** (between 2-4pm). The Superintendent/President will have responsibility for final selection based on the recommendations of the VPA, DMC, and the Marketing Committee.

The College reserves the right, in its sole discretion, to clarify any response without becoming obligated to offer the same opportunity to any other firm. The College, as a result of this RFP process, has no obligation to establish a shortlist of firms and reserves the right to reject any and all submissions.

TERMS & CONDITIONS

- Any estimated mileage or per diem costs should be included in the proposed budget as they will not be paid separately/in addition to the contract.

- The selected firm will be asked to complete the District's [Independent Contractor Agreement](#).
- Once a contract is executed, any modifications, extensions, or additions to the Scope of Work will require prior approval of both parties. Requests for such changes should be directed to Kristin Darken, Director of Marketing & Communications.
- Questions regarding this RFP should be directed to Kristin Darken, Director of Marketing & Communications.