



New Hampshire | LIVE FREE AND LEARN  
**Department of Education**

**STATE OF NEW HAMPSHIRE  
DEPARTMENT OF EDUCATION**

**Promotional, Marketing and Social Media Assistance**

**2024 RFP CO-2024-001**

## **SECTION 1 – Overview and Schedule**

### **A. Goal of this procurement/Business needs:**

The objective is to promote numerous initiatives that benefit New Hampshire educators, students and families throughout New Hampshire, and raise awareness about NHED programs, scholarships and other initiatives supporting educators, students, parents, guardians, administrators, school districts, school leaders and communities.

The resulting contract will be a guaranteed maximum price (not-to-exceed price) for the term of three years (subject to funding availability) from the date of approval of the Governor and Executive Council. The contract term may be extended by an additional term of two years at the sole option of the Agency, subject to the parties' prior written agreement and required governmental approvals including Governor and Executive Council.

### **B. Schedule**

The following table provides a Schedule of Events for this RFP through contract finalization and approval. The Agency reserves the right to amend this Schedule at its sole discretion and at any time through a published Addendum.

<b>EVENT</b>	<b>DATE</b>	<b>LOCAL TIME</b>
RFP Released (Advertisement)	5/10/24	
Vendor Conference (if applicable)	N/A	
Vendor Inquiry Period Ends	5/30/24	4:00 PM
Final Agency Responses to Inquiries	6/7/24	4:00 PM
Proposal Due	7/12/24	4:00 PM
Estimate Timeframe for Oral Presentations and Interviews (if applicable)	N/A	
Estimated Notification of Selection	8/16/24	

### **C. Description of Agency or Program issuing the Request for Proposals**

The Commissioner's Office of the New Hampshire Department of Education provides overall leadership and management of the Department in implementing its services. This request for proposal is being released in light of several complementary efforts to advance learning, improve student outcomes and overall academic achievement through various programs to ensure that educators and parents are well prepared to support students.

In this RFP, "Agency" means the New Hampshire Department of Education. "Vendor" means a person or entity who offers products or services for sale. "Selected vendor" means the qualified Bidder which has been identified by the Agency as having received the best score for its proposal according to the criteria set forth in this RFP.

#### **D. Vendor Instructions**

Interested vendors must read the entire RFP and submit the required documents in the manner specified in the RFP. Vendors are responsible for reviewing the most updated information related to this RFP before submitting proposals.

## **SECTION 2 – Requirements and Scope of Work**

The New Hampshire Department of Education (NHED), through the Commissioner’s Office, is seeking proposals for promotional, marketing and social media assistance to promote NHED programs within the Granite State.

Anticipated projects include, but are not limited to, publicity and marketing efforts for: teacher training programs, learning loss intervention programs for students and families, work-based learning programs, tutoring programs, college guidance programs, literacy initiatives, academic mentorship programs, Education Freedom Accounts, Learn Everywhere, outreach to ESL students and families to connect them with support resources, and more.

This contract anticipates further development and dissemination of these types of communications, some currently known and some that will be developed and assigned to the vendor on an as-needed basis.

The selected vendor will start no later than October 1, 2024, pending Governor and Executive Council approval.

The following describes the scope of services and performance standards that the selected vendor will be expected to meet. Applicants should have experience and demonstrated success in providing the full scope of services described in this RFP. Proposals should indicate how the service provider will meet these expectations.

### **Competitive Priority #1**

Plan and develop professionally designed handouts, posters, mail pieces, flyers, logos, slogans and taglines for various NHED programs, at the request of the agency as the need arises.

### **Competitive Priority #2**

Develop fully accessible (ADA compliant) website landing pages and video segments for various NHED programs, at the request of the agency as the need arises.

### **Absolute Priority #1**

Develop creative material and social media content while also posting social media content to NHED’s social media platforms, at the request of the agency as the need arises. Implement and oversee paid social media campaigns assigned by NHED.

### **Contractor Deliverables**

The contractor shall be responsible for all tasks and deliverables required to complete the project as described in the Scope of Work. It is anticipated that this shall include but not be limited to expectations below. For these projects, vendors will:

1. Meet with NHED to discuss project details, review goals, timeline, roles and price point.
2. Coordinate and communicate with NHED throughout the contractual period.
3. Review the messaging, target audiences and other factors.
4. Develop a process for receiving NHED approval before documents are finalized.
5. Produce reports as needed to inform NHED on project progress and social media performance.
6. Meet with NHED to report on results and make necessary adjustments; adjust delivery of content and/or internal processes and systems as needed based on feedback and NHED input.
7. Implement plans to reach populations that are challenged with language and/or internet access barriers.
8. NHED will hold the right to reproduce these work products in an unlimited capacity.
9. Provide one person who will be responsible for all activities required to fulfill said contract and who will be vested with the authority to make decisions and commitments on behalf of the contracted party during the contractual period.

### **SECTION 3 -- Contract Terms and Conditions**

#### **A. Non-Exclusive Contract**

Any resulting Contract from this RFP will be a non-exclusive Contract. The Agency reserves the right, at its discretion, to retain other contractors to provide any of the services or deliverables identified in this RFP or make an award by item, part or portion of an item, group of items, or total Proposal.

#### **B. Award**

If the Agency decides to award a contract as a result of this RFP process, any award is contingent upon approval of the contract by the Governor and Executive Council of the State of New Hampshire and upon continued appropriation of funding for the contract.

#### **C. Standard Contract Terms**

The Agency will require the selected vendor to execute a contract using the Standard Terms and Conditions of the State of New Hampshire (Form P-37) which is attached as Appendix A. In no event is a vendor to submit its own standard contract terms and conditions as a replacement for the State's terms in response to this solicitation.

The terms of this RFP and the selected vendor's Proposal will be used to form the terms of any resulting contract. The resulting contract may incorporate some or all of the selected vendor's Proposal. References in the P-37 to Exhibits A, B and C are references to the required structure of any resulting contract (Exhibit A – Special Provisions/Amendments to the P-37, Exhibit B – Scope of Services, and Exhibit C – Payment Terms) and are not references to sections of this RFP.

To the extent that a vendor believes that exceptions to the contract terms in Appendix A will be necessary for the vendor to enter into the contract, the vendor must note those issues during the Vendor Inquiry Period, as further described Section 4B.

#### **SECTION 4 –Request for Proposal Process**

##### **A. Agency Point of Contact/Restriction of Contact with Agency Employees**

The sole point of contact for this RFP, from the RFP issue date until the approval of the resulting contract by the Governor and Executive Council is:

Kimberly Houghton [kimberly.c.houghton@doe.nh.gov](mailto:kimberly.c.houghton@doe.nh.gov)

From the date of release of this RFP until an award is made and announced regarding the selection of a vendor, all communication with personnel employed by or under contract with the Agency regarding this RFP is prohibited unless first approved by the RFP Sole Point of Contact. Agency employees have been directed not to hold conferences and/or discussions concerning this RFP with any potential contractor during the selection process, unless otherwise authorized by the RFP Sole Point of Contact. Vendors may be disqualified for violating this restriction on communications.

##### **B. Vendor Inquiries**

All inquiries concerning this RFP, including but not limited to, requests for clarifications, questions, any changes to the RFP, and any exceptions to the contract terms in Appendix A, including the Form P-37, shall be submitted via email to the Agency Point of Contact specified above. Inquiries must be received by the end of vendor inquiry period (see Schedule of Events herein).

The vendor must identify the RFP name and the number and include the vendor's name, telephone number, and e-mail address.

The Agency will issue responses to properly submitted inquiries on or before the date specified in the Schedule of Events; however, this date is subject to change at the Agency's discretion. The Agency may consolidate and/or paraphrase questions for sufficiency and clarity. The Agency may, at its discretion, amend this RFP on its own initiative or in response to issues raised by inquiries, as it deems appropriate. **In response to requested exceptions to P37, the Agency will review requested exceptions and accept, reject or note that it is open to negotiation of the proposed exception at its sole discretion. Questions about or requested exceptions to the RFP, Form P-37 and/or any relevant attachments not raised during the inquiry period are waived.** Oral statements, representations, clarifications, or modifications concerning the RFP shall not be binding upon the Agency. Official responses by the Agency will be made only in writing by the process described above. Vendors shall be responsible for reviewing the most updated information related to this RFP before submitting a proposal.

#### **SECTION 5 – RFP Terms and Conditions**

**A. Debarment**

Vendors who are ineligible to bid on proposals, bids or quotes issued by the Department of Administrative Services, Division of Procurement and Support Services pursuant to the provisions of RSA 21-I:11-c shall not be considered eligible for an award under this RFP.

**B. Proposal Preparation Cost**

By submitting a proposal, a vendor agrees that in no event shall the Agency be either responsible for or held liable for any costs incurred by a vendor in the preparation of or in connection with the Proposal, or for work performed prior to the Effective Date of a resulting Contract.

**C. Validity of Proposal**

Proposals must be valid for one hundred and eighty (180) days following the deadline for submission of Proposals in Schedule of Events, or until the Effective Date of any resulting Contract, whichever is later.

**D. RFP Addendum**

The Agency reserves the right to amend this RFP at its discretion, prior to the Proposal submission deadline. In the event of an addendum to this RFP, the Agency, at its sole discretion, may extend the Proposal submission deadline, as it deems appropriate.

**E. Non-Collusion**

The vendor's signature on a Proposal submitted in response to this RFP guarantees that the prices, terms and conditions, and work quoted have been established without collusion with other Vendors and without effort to preclude the Agency from obtaining the best possible competitive Proposal.

**F. Property of the Agency**

All material received in response to this RFP shall become the property of the Agency and will not be returned to the vendor. Upon contract award, the Agency reserves the right to use any information presented in any Proposal.

**G. Proposal Confidentiality**

Unless necessary for the approval of a contract, the substance of a proposal must remain confidential until the Effective Date of any Contract resulting from this RFP. A vendor's disclosure or distribution of Proposals other than to the Agency may be grounds for disqualification.

**H. Public Disclosure**

The information submitted in response to this RFP (including all materials submitted in connection with it, such as attachments, exhibits, addenda, and presentations), any resulting contract, and information provided during the contractual relationship may be subject to public disclosure under Right-to-Know law, including RSA 91-A. In addition, in accordance with RSA 9-F:1, any contract entered into as a result of this RFP will be made accessible to the public online via the website Transparent NH (<http://www.nh.gov/transparentnh/>).

Confidential, commercial or financial information may be exempt from public disclosure under RSA 91-A:5, IV. If a vendor believes any information submitted in response to this RFP should be kept confidential, the vendor must specifically identify that information where it appears in the submission in a manner that draws attention to the designation and must mark/stamp each page of the materials that the vendor claims must be exempt from disclosure as “CONFIDENTIAL.” Vendors must also provide a letter to the person listed as the point of contact for this RFP, identifying the specific page number and section of the information you consider to be confidential, commercial or financial and providing your rationale for each designation. Marking or designating an entire proposal, attachment or section as confidential shall neither be accepted nor honored by the State. Vendors must also provide a separate copy of the full and complete document, fully redacting those portions and shall note on the applicable page or pages that the redacted portion or portions are “confidential.”

Submissions which do not conform to these instructions by failing to include a redacted copy (if necessary), by failing to include a letter specifying the rationale for each redaction, by failing to designate the redactions in the manner required by these instructions, or by including redactions which are contrary to these instructions or operative law may be rejected by the State as not conforming to the requirements of the proposal.

Pricing, which includes but is not limited to, the administrative costs and other performance guarantees in Proposals or any subsequently awarded contract shall be subject to public disclosure regardless of whether it is marked as confidential.

Notwithstanding a vendor’s designations, the State is obligated under the Right-to-Know law to conduct an independent analysis of the confidentiality of the information submitted in a proposal. If a request is made to the State to view or receive copies of any portion of the proposal, the State shall first assess what information it is obligated to release. The State will then notify you that a request has been made, indicate what, if any, information the State has assessed is confidential and will not be released, and specify the planned release date of the remaining portions of the proposal. To halt the release of information by the State, a vendor must initiate and provide to the State, prior to the date specified in the notice, a court action in the Superior Court of the State of New Hampshire, at its sole expense, seeking to enjoin the release of the requested information.

By submitting a proposal, vendors acknowledge and agree that:

- The State may disclose any and all portions of the proposal or related materials which are not marked as confidential and/or which have not been specifically explained in the letter to the person identified as the point of contact for this RFP;



- The State is not obligated to comply with a vendor's designations regarding confidentiality and must conduct an independent analysis to assess the confidentiality of the information submitted in your proposal; and
- The State may, unless otherwise prohibited by court order, release the information on the date specified in the notice described above without any liability to a vendor.

#### **I. Electronic Posting of RFP Results and Resulting Contract**

At the time of receipt of proposals, the Agency will post the number of responses received with no further information. No later than five (5) business days prior to submission of a contract to the Department of Administrative Services, the Agency will post the ranks or scores of each responding vendor. In the event that the contract does not require Governor & Executive Council approval, the Agency will disclose the rank or score at least 5 business days before final approval of the contract.

Pursuant to RSA 91-A and RSA 9-F:1, the Secretary of State will post to the public any document submitted to G&C for approval, including contracts resulting from this RFP, and posts those documents on its website (<https://sos.nh.gov/administration/miscellaneous/governor-executive-council/>). By submitting a proposal, vendors acknowledge and agree that, in accordance with the above mentioned statutes and policies, (and regardless of whether any specific request is made to view any document relating to this RFP), any contract resulting from this RFP that is submitted to G&C for approval will be made accessible to the public online.

#### **J. Non-Commitment**

Notwithstanding any other provision of this RFP, this RFP does not commit the Agency to award a contract. The Agency reserves the right, at its sole discretion, to reject any and all proposals, or any portions thereof, at any time; to cancel this RFP; and to solicit new proposals under a new acquisition process.

#### **K. Ethical Requirements**

From the time this RFP is published until a contract is awarded, no vendor shall offer or give, directly or indirectly, any gift, expense reimbursement, or honorarium, as defined by RSA 15-B, to any elected official, public official, public employee, constitutional official, or family member of any such official or employee who will or has selected, evaluated, or awarded an RFP, or similar submission. Any vendor that violates RSA 21-G:38 shall be subject to prosecution for an offense under RSA 640:2. Any vendor who has been convicted of an offense based on conduct in violation of this section, which has not been annulled, or who is subject to a pending criminal charge for such an offense, shall be disqualified from bidding on the RFP, or similar request for submission and every such vendor shall be disqualified from bidding on any RFP or similar request for submission issued by any state agency. A vendor that was disqualified under this section because of a pending criminal charge which is subsequently dismissed, results in an acquittal, or is annulled, may notify the department of administrative services, which shall note that information on the list maintained on the state's internal intranet system, except in the case of annulment, the information, shall be deleted from the list.

#### **L. Challenges to Identification of Selected Vendor**

Within 5 business days of the Agency’s posting of the rank or score on its website, vendors may, in accordance with RSA 21-G:37, request that the agency review its selection process. The request must be in writing and must specify all points on which the vendor believes the agency erred in its process and shall contain such argument in support of its position as the vendor seeks to present. In its request for review, a vendor shall not submit, and an agency will not accept nor consider, any substantive information that was not included in the original proposal. The agency will respond to the request within 5 business days of its receipt.

**SECTION 6 – Evaluation of Proposals**

**A. Criteria for Evaluation and Scoring**

The Agency will evaluate each responsive Proposal using a scoring scale of 100 points, which will be distributed as set forth in the table below.

	40 points	20 points	5 points	0 points	Points Awarded
<b>Competitive Priority #1</b> <i>Plan and develop professionally designed handouts, posters, mail pieces, flyers and logos (include examples of similar work and success)</i>	Proposal shows clear and strong examples and successes of Competitive Priority #1 in previous work projects for other entities.	Proposal shows most of the elements of Competitive Priority #1 in previous work projects for other entities.	Proposal shows a few of the elements from Competitive Priority #1 in previous work projects for other entities.	Proposal does not support elements from Competitive Priority #1 in previous work projects for other entities.	
	25 points	15 points	5 points	0 points	Points Awarded
<b>Competitive Priority #2</b> <i>Develop website landing pages and short video segments for various NHED programs (include examples of similar work and success)</i>	Proposal shows clear and strong examples and successes of Competitive Priority #2 in previous work projects for other entities.	Proposal shows most of the elements of Competitive Priority #2 in previous work projects for other entities.	Proposal shows a few of the elements from Competitive Priority #2 in previous work projects for other entities.	Proposal does not support elements from Competitive Priority #2 in previous work projects for other entities.	
	35 points	20 points	10 points	0 points	Points Awarded

<b>Absolute Priority #1</b> <i>Develop creative material and social media content while also posting social media content to NHED's social media platforms and implement paid social media campaigns (include examples of similar work and success)</i>	Proposal shows clear and strong examples and successes of Absolute Priority #1 in previous work projects for other entities.	Proposal shows most of the elements of Absolute Priority #1 in previous work projects for other entities.	Proposal shows a few of the elements from Absolute Priority #1 in previous work projects for other entities.	Proposal does not support elements from Absolute Priority #1 in previous work projects for other entities.	
<b>TOTAL MAXIMUM POINTS</b>					<b>100</b>

The Agency will select a vendor based upon the criteria and standards contained in this RFP and from applying the weighting in this section. Oral interviews and reference checks, to the extent they are utilized by the Agency, will be used to refine and finalize scores.

If the Agency, decides to make an award based on these evaluations, the Agency will notify the selected vendor(s). Should the Agency be unable to reach agreement with the selected vendor(s) during Contract discussions, the Agency may then undertake Contract discussions with the next preferred vendor and so on, or the Agency may reject all proposals, cancel this RFP, or solicit new Proposals under a new acquisition process.

**B. Planned Evaluations Steps**

The Agency plans to use the following process:

- Step 1. Initial screening to ensure that the Proposals are in compliance with submission requirements;
- Step 2. Preliminary evaluation of the Technical Proposals;
- Step 3. Oral interviews and Product Demonstrations (N/A);
- Step 4. Final Scoring of Technical Proposals;
- Step 5. Price Proposals review;
- Final Selection: Select the highest scoring vendor(s) and begin contract execution.

**C. Step 1: Initial Screening**

The Agency will conduct an initial screening to verify vendor compliance with the proposal submission requirements set forth in Sections 4 and 7. The Agency may waive or offer a limited opportunity to cure immaterial deviations from the RFP requirements if it is determined to be in the best interest of the State.

**D. Step 2: Preliminary Technical Scoring of Proposals**

The Agency will establish an evaluation team to review for compliance of the minimum requirements as set forth in Section 2. This evaluation team will then review the technical proposals and give a preliminary score to the technical proposals under the guidelines set forth in Section 6. Should a vendor fail to achieve 20 Points in the preliminary technical scoring, it will receive no further consideration from the evaluation team and the vendor's price proposal will be returned unopened. Price proposals will not be reviewed by the evaluation team during the preliminary technical review.

**E. Step 3: Oral Interviews and Product Demonstrations**

If the Agency determines that it is appropriate, vendors may be invited to oral interviews and/or product demonstrations including demonstrations of any proposed automated systems or technology components. The Agency retains the sole discretion to determine whether to conduct oral interviews, with which vendors; and the number of interviews. Vendors are advised that the Agency may decide to conduct interviews with less than all responsive vendors.

The purpose of oral interviews and product demonstrations is to clarify and expound upon information provided in the written proposals. Vendors are prohibited from altering the basic substance of their proposals during the oral interviews and product demonstrations. The Agency may ask the vendor to provide written clarifications of elements in their technical proposal regardless of whether it intends to conduct oral interviews.

Information gained from oral interviews and product demonstrations will be used to refine technical review scores assigned from the initial review of the proposals.

**F. Step 4: Final Technical Scoring of Proposals**

Following oral interviews, product demonstrations, reference checks (if appropriate) and/or review of written clarifications of proposals requested by the Agency, the evaluation team will determine a final score for each technical proposal.

**G. Step 5: Price Proposal Review**

Price proposals will be reviewed upon completion of the final technical scoring of proposals. Vendors are advised that this **is not a low bid award**. The estimated cost of this proposal is \$45,000 per year, for an estimated overall cost of \$135,000 throughout the life of the three-year contract.

**No Best and Final Offer**

The Proposal should be submitted initially on the most favorable terms which the vendor can offer. There will be no best and final offer procedure.

### **Final Selection**

The Agency will conduct a final selection based on the final evaluation of the proposals.

### **Rights of the Agency in Accepting and Evaluating Proposals**

The Agency reserves the right, at its sole discretion, to:

- Make independent investigations in evaluating proposals;
- Request additional information to clarify elements of a proposal;
- Waive minor or immaterial deviations from the RFP and contract requirements, if determined to be in the best interest of the State;
- Omit any planned evaluation step if, in the Agency's view, the step is not needed;
- Reject any and all proposals at any time; and
- Open contract discussions with the second highest scoring vendor and so on, if the Agency is unable to reach an agreement on contract terms with the higher scoring vendor(s).

## **SECTION 7 – Process for Submitting a Proposal**

### **A. Proposal Submission, Deadline, and Location Instructions**

Proposals submitted in response to this RFP must be received no later than the Proposal Due Date specified in the Schedule of Events, herein.

The Price proposal must be labeled clearly and submitted separately from the technical proposal.

Unless waived as a non-material deviation in accordance with Section 6, late submissions will not be accepted and will be returned to the vendors unopened. Delivery of the Proposals shall be at the vendor's expense. The time of receipt shall be considered when a Proposal has been officially documented by the Agency, in accordance with its established policies, as having been received at the location designated below. The Agency accepts no responsibility for damaged, mislabeled, or undeliverable mailed or emailed proposals. Any damage that may occur due to shipping shall be the vendor's responsibility.

Proposals must include one electronic copy of the Proposal with all Confidential Information fully redacted, as provided for in Section 5H of this RFP **CO-2024-001**.

Proposals must be clearly marked as follows:

STATE OF NEW HAMPSHIRE

**RESPONSE TO RFP CO-2024-001 Promotional, Marketing and Social Media  
Assistance**

### **Electronic Proposals**

Electronic Proposals must be addressed to:

**TO:** kimberly.c.houghton@doe.nh.gov

**CC:** stacey.a.macstravic1@doe.nh.gov

*Subject line must include:* **RESPONSE TO RFP: RFP CO-2024-001 Promotional,  
Marketing and Social Media Assistance**

Electronic Submissions must be submitted using the following criteria:

- a. Searchable PDF Format
- b. Files must be less than 10MB in size.

Exception: If files are greater than 10MB in size, the vendor will be required to submit their proposal in parts. It is the vendors responsibility to ensure a complete proposal is submitted.

### **SECTION 8 – Proposal Content and Requirements**

Proposals shall follow the below format and provide the required information set forth below:

- Cover page
- Transmittal letter
- Technical Proposal:
  - Executive summary providing a brief background of the vendor
  - Answers to how the competitive priorities will be completed and include examples of past work.
  - References – vendor shall submit a minimum of three verifiable references. It is recommended that if the vendor has performed related services previously, those references be listed.
- Price Proposal: must be submitted separately
- Other attachments as applicable