

STATE BOARD OF COMMUNITY COLLEGES
Contract for ApprenticeshipNC Marketing Services
FY 2019-20

Request: The State Board of Community Colleges is requested to approve a contract not to exceed \$ [REDACTED] to [REDACTED] for the ApprenticeshipNC Marketing Services project.

Strategic Plan Reference:

Theme: Economic and Workforce Impact

Goal: Ensure the educational pipeline prepares a workforce possessing the interest, knowledge, skills, and abilities to meet the needs of employers, now and into the future.

- Objective 3.3: Increase student access to work experience.
 - 3.3.1: Leverage partnerships to connect students with expanded work-based learning opportunities.
 - 3.3.2: Modify policies and eliminate the barriers that impede access to apprenticeships and other work-based learning opportunities.

Background: The North Carolina Community College System sought proposals from qualified advertising agencies to develop and implement a campaign and related materials to expand awareness of registered apprenticeships in North Carolina and their benefits to employers and residents. The scope of services includes development of a strategic marketing plan; research and recommendations for placement of advertisements in media, and the distribution of such advertisements; creative design and production of materials to promote and inform about apprenticeship; creative concepting, production and execution of advertisements; and evaluation of content on the ApprenticeshipNC website. Funding for the project is through a grant from the U.S. Department of Labor.

Rationale: A Request for Proposals (RFP) was published in October 2019. Ten proposals were received, and [REDACTED] met all the requirements for review. The [REDACTED] proposals were reviewed by five members of the ApprenticeshipNC staff. As reflected in the RFP, proposals were evaluated on criteria outlined in the RFP. [REDACTED] met or exceeded expectations for all specifications as outlined in the RFP, and the bid amount was within budget, resulting in the Vendor's bid being most advantageous to the State.

Method of Procurement: In accordance with the procurement practice of the State of North Carolina, approval by outside purchasing authorities is required. State Board approval is contingent upon approval of the Department of Administration Division of Purchase and Contract.

Contract Amount and Time Period: The contract is for the period [REDACTED] 2020, through [REDACTED] 2020, and shall not exceed \$ [REDACTED].

Fund Source and Availability: These funds are available via a grant from the U.S Department of Labor.

Contact Person:

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