

STATE BOARD OF COMMUNITY COLLEGES
Contract Award to Vendor for Construction/Contractor Careers Branding
FY 2017-18

Request: The State Board is asked to approve an award in the amount of [REDACTED] to [REDACTED] for the Construction/Contractor Careers branding and awareness project.

Background: The legislature appropriated \$200,000 during the 2017 legislative session to the North Carolina Community College System (NCCCS) to be used for re-branding of construction and contractor careers and the identification of appropriate messaging for marketing materials targeting traditional high school students, minorities, females, veterans, and underserved adults.

Rationale: A Request for Proposals (RFP) was issued in December 2017. Nine proposals were received, and four met all the requirements for review. The four proposals were reviewed by a five member team consisting of the Associate Vice President of Educational Innovations and Executive Director of Public Affairs with the NCCCS, the Director of Governmental Affairs with the Carolinas Association of General Contractors, and two representatives from the North Carolina Department of Transportation. As reflected in the RFP, proposals were scored on pricing, ability to complete the project, innovative approaches to meeting the deadlines and deliverables, and experience managing and engaging in this type of project. [REDACTED] scored the highest in total points and submitted a budget in the mid-range of those submitted by the other proposals. Table 1 lists the total points awarded to each proposal.

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

Contract Amount and Time Period: The proposed contract period is from February 16, 2018, through June 30, 2018.

Fund Source and Availability: Funding is available from FY 2017-18 State General Fund Appropriations.

Contact Person:
Matthew Meyer
Associate Vice President, Educational Innovations

Table 1. Proposal Review Summary

Vendor	Total Points from Reviewers	Pricing Points	Total Points	Proposed Budget
TWGPlus	■	■	■	\$197,000
EDI Integrated Business Solutions	■	■	■	\$164,999
VitaLink	■	■	■	\$187,858
Sally John Design	■	■	■	\$187,750

Reviewing Group's Recommendation: [REDACTED]

[REDACTED]