REQUEST FOR PROPOSALS

Public Opinion Survey
To Be Conducted in the East Central College District

Due 1:00 PM CST
Friday, September, 7 2012

Company Name:

Contact Information:

Printed Name & Title

Phone Number
Request for Proposals
East Central College

For

Public Opinion Survey
To Be Conducted in the East Central College District

Deadline to submit proposals:
1 p.m. CST on Friday, September 7, 2012

Qualifications must be delivered to:
East Central College
Office of the President
1964 Prairie Dell Road
Union, MO 63084

For information concerning the RFP process, required formats, and the schedule of activities, please direct questions to:

Dr. Jon Bauer
President
636-584-6501
bauerj@eastcentral.edu
PART ONE
INTRODUCTION AND GENERAL INFORMATION

1. **Introduction**: This document constitutes a request for proposals from qualified organizations to conduct a public opinion survey as specified for East Central College in accordance with the terms and conditions set forth in this Request for Proposals (RFP).

2. **Organization**: This document, referred to as a Request for Proposals, is divided into the following parts:
   - Part One: Introduction and General Information
   - Part Two: Scope of Work
   - Part Three: General Contractual Requirements
   - Part Four: Qualification Submission Information

3. **Background / General Information**: East Central College (the College) is a two-year comprehensive community college located in Union, Missouri. Satellite locations are operated in Washington, Sullivan, Rolla, and Warrenton, Missouri. The College has a total enrollment of approximately 4,200 students. Additional information regarding East Central College may be found at www.eastcentral.edu.

   **Overview/Purpose**: The College last conducted a public opinion survey in 2006. To aid in the College’s work related to strategic planning, accreditation, and quality improvement, the institution seeks to poll residents on matters such as educational quality, general awareness of the college, affordability, quality of student services, convenience of times and locations of classes and services, and other matters of institutional concern. The College also seeks demographic information from the survey sample, information related to respondents’ history of enrollment at East Central and/or other involvement with the institution (e.g., attendance at various college events). The survey is intended to serve as a starting point for regular polling (annual or biennial) to be conducted in the future.

4. **Timetable**: For information purposes only, firms are advised that the College anticipates following the timetable set forth below with regard to this RFP:

   - Deadline for RFP response: September 7, 2012 at 1 p.m. CST
   - Award Decision: October 1, 2012
   - Fieldwork: November, 2012 (post-election)
   - Results/Report: Due to College by December 21, 2012

5. All proposals submitted in response to this RFP will be evaluated by an evaluation team, which will make a final recommendation to the President and/or Board of Trustees (as required) for a final decision. The award will be made to the firm that best meets the needs of the College and will not necessarily be the lowest cost proposal.
PART TWO
SCOPE OF WORK

1. **Specific Requirements:** East Central College requests proposals for the following:

   - Developing a public opinion survey instrument, in cooperation with designated college staff, of approximately 50 questions. The precise length of the survey will be developed in consultation between the firm and the college.
   - Conducting the survey via telephone to a group of randomly selected residents within the East Central College District.
   - Providing appropriate analysis of the survey and present the results to college staff.
   - Prepare a written report with findings, supporting data, and other information as designated by the college.

The selected firm shall:

   - Provide all necessary consultation to develop the survey instrument;
   - Provide all necessary staff and facilities to conduct the telephone survey;
   - Be responsible for drawing a statistically representative sample of the college district, in accordance with generally accepted methodologies for conducting public opinion surveys;
   - Provide all necessary software and/or analytical tools with which to conduct the analysis of the findings.
PART THREE
GENERAL CONTRACTUAL REQUIREMENTS

1. **Contract period**: The original contract period shall begin on the date of the contract award and continue through December 31, 2012, or as otherwise specified and agreed upon by the Firm and the College. The contract shall not bind the College for any contractual commitment in excess of the stated contract period or stated price.

2. **Contract price**: All prices shall be as stated in the contract. The College shall neither pay nor be liable for any costs which are not specifically identified in the contract. Stated price must be inclusive of all services specified in the scope of work. If a lump sum price is provided, the College shall not be liable for any additional costs or reimbursable expenses, unless specifically stated in the contract and agreed upon by the College.

3. **Termination**: The College reserves the right to terminate the contract at any time, without penalty or recourse, by giving the contractor written notice of such termination at least thirty (30) calendar days prior to the effective date of termination. The contractor shall be entitled to receive just and equitable compensation for the services provided to and accepted by the College pursuant to the contract prior to the effective date of the termination.
PART FOUR
PROPOSAL SUBMISSION INFORMATION

1. Firm Contacts: Potential firms must direct all questions and comments regarding the RFP, the evaluation, etc. to Dr. Jon Bauer, President. Firms may not contact any College employee other than Dr. Bauer regarding these matters during the solicitation and evaluation process.

2. Submission of Proposals: Proposals must be priced, signed, sealed, and received in the President’s Office by the closing date. Any proposals received after that date will not be opened. A facsimile transmission is not an acceptable response to this RFP.

3. Evaluation: After determining that a proposal satisfies the mandatory requirements stated in the RFP, the College will use both objective analysis and subjective judgment in conducting an assessment of the proposals. The College will be the sole judge as to the acceptability of any and all proposals.

4. Proposal Format: Proposals must minimally address the following issues:

   • Description of the firm, whether it is local, national or international.
   • The location of the office from which the work is to be done and the number of partners, managers, seniors and other professional staff employed at that office.
   • Outline of the firm’s approach to conducting the public opinion survey, including a proposed timeline for the entire project.
   • Description of the firm’s experience and expertise in conducting public opinion surveys, including resumes or similar summaries of key personnel who will be working on the project.
   • A listing of all college and/or public sector clients for whom the firm has conducted similar polls or surveys within the past five years.
   • A minimum of three professional references, preferably higher education or public sector clients.
   • A sample survey and report of findings from a project similar to that requested by the College.
   • A cost proposal that provides (a) lump sum price for all services required, or (b) schedule of fees with an estimated project budget and a not-to-exceed price for all services required.
Interview: To aid in the selections of an auditing firm, the college reserves the right to conduct a personal interview with appropriate representatives of the firms under consideration.