



NOTICE OF INTENT TO AWARD

Title: Advertising and Marketing Consultant Services

Number: RFQ #1-2019/2020

Gulf Coast State College Procurement Office opened request for qualifications (RFQ) in response to the solicitation above on January 7, 2020. The following vendors responded:

- 25th Hour Communications – Paso Robles, CA
- Ammunition, LLC – Atlanta, GA
- Interact Communications – La Crosse, WI
- Kerigan Marketing Associates – Port St. Joe, FL

The Evaluation Selection Committee consisted of:

Kristin Cottrell
Coordinator, School & Community Relations
(Recruitment)

Sherri Davis
Webmaster (Information Technology Services)

Erika Goines
Instructional Coordinator (Business &
Technology Division)

Katherine Hooks
Coordinator, Business, Training & Marketing
(Continuing Education)

Emily Mifsud
Assistant Coordinator (Marketing &
Communications)

Cheryl Flax-Hyman
VP, Institutional Effectiveness & Strategic Planning
(Institutional Effectiveness & Strategic Planning)

Katie McCurdy
Executive Director, Community Engagement
(Workforce Development CareerSource – GC)

Emmanuel Hernandez
Associate Professor (Business & Technology Division)

Jo Newton
Navigator (Institutional Effectiveness & Strategic
Planning)

Tonia Lawson
Facilitator: Executive Director of Procurement &
Auxiliary Services (Finance)



Each member reviewed independently each proposal on January, 8 2020 and agreed to invite all firms on campus for an interview. Interviews took place on January 14, 2020 in the Gardner Conference Room.

INTEND TO AWARD: Evaluation Selection Committee recommendation to the District Board of Trustees to award a contract to Interact Communications in the amount not to exceed \$100,000 for consultant services with advertising and marketing to assist the College with the following:

- ❖ Increasing digital presence (streaming radio, YouTube, Snapchat, other social media platforms) to ultimately increase enrollment in all programs.
- ❖ Promote our educational and training opportunities for military and their spouses.
- ❖ Assistance with refining our website design to allow for ease of use and navigation for our target audience (homepage, programs, admissions).
- ❖ Assistance with graphic design for marketing collateral to include digital, print, and video.
- ❖ Provide utilization of geomarketing for campaigns
- ❖ Monthly analytic reports for tactics used to determine if we are meeting our intended outcomes.

BID PROTEST: After posting of recommendation of award, any bidder or proposer who is aggrieved in connection with the pending award may protest to the Procurement Executive Director in accordance with the GCSC Procurement policies and Section 120.57(3) Florida Statutes. Failure to file a notice of protest or failure to file a formal written protest with the proper bond shall constitute a waiver of all rights granted under Statutes.

POSTING IS VALIDE FOR 72 CONSECUTIVE HOURS FROM THE DATE AND TIME STATED BELOW, EXCLUDING SATURDAYS, SUNDAYS AND GCSC HOLIDAY.

POSTING TIME/DATE: Wednesday, January 15, 2020 @ 8:00 AM CT.