



**July 20, 2018**

**Informal Request for Proposals (IRFP) #07-18-530  
AVTEC Branding and Marketing**

**Purpose**

The Department of Labor and Workforce Development (DOLWD), Alaska Vocational Technical Center (AVTEC), is seeking a qualified contractor to provide Branding, Graphic Design Services, Web Design and Digital Campaign Services in conjunction with the 50<sup>th</sup> anniversary of AVTEC as well as in support of our ongoing operations.

**Background**

AVTEC is a division of the State of Alaska Department of Labor and Workforce Development (DOLWD) located in Seward, Alaska, and is the only statewide, residential, post-secondary vocational training center operated by the state.

AVTEC has been training Alaskan's for nearly fifty years. Started in 1969 as the Alaska Skills Center, the focus of the training was in response to the need for a workforce for the oil industry after the 1968 discovery of oil in Prudhoe Bay, Alaska. Currently AVTEC offers training for work in many industries throughout Alaska including but not limited to the maritime and construction industry, oil and gas, food and hospitality services, telecommunications, health, and general business services.

Over 1,200 students come through AVTEC in a school year to participate in up to a year of training in Construction Technology, Industrial Electricity, Plumbing & Heating, Refrigeration, Welding, Diesel Heavy Equipment Technology, Culinary Arts, Business and Office Technology, and Information Technology Networking. The Alaska Maritime Training Center is located in AVTEC and offers USCG marine vessel and repair training and the only Ice Navigation course in the country. All AVTEC programs are reviewed by employer and industry advisory committee partners annually for relevant training that is needed in the workforce. Student completion rates in AVTEC training programs are greater than 95% and placement of those completers is over 90% placed into training related jobs.

**Scope of Work/Deliverables**

**Brand Refresh** – The selected vendor will be responsible for updating our brand to tell our story better and to attract students, employer partners and potential donors. We expect the brand to be adaptable enough to be used on a wide variety of mediums from printed brochures, promotional items, to large format signs and building displays. The brand must also translate for digital marketing purposes.

In addition to the main brand developed through this contract, AVTEC will also need a version of the logo that celebrates our 50 year anniversary. The logo will be part of marketing, promotional products and more for a limited time.

**General Graphic Design** – AVTEC has a variety of graphic design projects to be created as part of this contract, and utilizing the branding created. These include, but are not limited to, the following:

- General brochure-may be standard tri-fold or larger depending on winning company's suggestions;
- Program Specific Rack Cards- we currently have 16 programs that need individual rack cards; each card must have a distinct design but be part of a cohesive brand;
- Trade show displays- we need trade show displays for the whole organization; any additional needs will be addressed as needed.

Vendor will be responsible for meeting with AVTEC staff to determine scope of work for each item to be designed, identification of target audiences for each item, establishment of design parameters, creation of draft documents, and providing final design upon approval.

**Web Design and Development** – The vendor will provide professional design services for website design and development incorporating the brand(s) created previously. This project will include meeting with AVTEC staff to assess the current website for key website elements, determine desired functionality and design of new website, provide draft designs to AVTEC staff for review and approval, and implement final design based upon approval.

New website will need to work for the target audience identified in the branding refresh; all within the look and feel parameters of the State of Alaska. AVTEC staff will provide the required structure to the vendor and will maintain the content on the new website.

**Digital/Social Media Campaign** - Develop an interactive digital campaign to dramatically increase enrollments to AVTEC short term programs, especially the Maritime Training Center over a 12 month period with the option to renew; provide a summary of who the campaign would target, which mediums would be employed, the proposed timeline for the roll out, and the expected results for the different phases.

## **Experience and Qualifications**

1. Offerors must have at least three (3) years of experience during the past five (5) years providing graphic design services.
2. Offerors must have created at least three (3) digital or social media campaigns for Alaska based organizations during the previous 12 months.
3. Offeror must provide at least three (3) letters of reference from previous clients that address the firm's digital/social media experience.

## **Schedule**

It is projected that the work performed under this contract will be complete no later than January 31, 2019 based on the following schedule:

Brand Refresh	July – October 2018
General Graphic Design	September – October 2018
Web Design and Development	September – October 2018
Digital/Social Media Campaign	October 2018 – January 2019

## Expenses

All expenses associated with this contract, including labor for both on-site and off-site work, as well as travel costs necessary for the contractor to complete the scope of work, are the responsibility of the contractor and should be included in the price submitted in response to this IRFP.

## Cost

This Informal Request for Proposals is being solicited in accordance with AS 36.30.320, Small Procurements with an estimated budget not to exceed \$60,000.00. Proposals received in excess of this amount will not be evaluated. The successful offeror will be required to comply with the General Provisions contained in the Standard Agreement Form for Professional Services, attached.

## Proposal Format

- Include a cover letter containing your complete name and address, your Alaska business license number and a statement regarding qualification as either an Alaskan Bidder, outlined in Alaska Statutes 36.30.321(a) and 36.30.990(2) or an Alaskan Veteran, as outlined in Alaska Statutes 36.30.321(f). The cover letter must be signed by a person authorized to bind the company and should include their printed name and title.
- Include a written discussion of your understanding of the work requested in the Scope of Work and the methods you propose to accomplish the tasks defined in this IRFP.
- Include a written description of the experience and qualifications of the proposed contractor in delivering the services shown in the Scope of Work, highlighting that experience which satisfies the minimum requirements shown in the Experience and Qualifications section.
- Provide samples of at least three (3) brands or logos that you have created.
- Provide samples of a previous digital/social media campaign that you have created.
- Provide samples of at least one website that you have created or updated.
- Provide a cost proposal with Hourly Rate and Total Costs for the labor categories shown in the Bid Schedule below. The hours shown are approximations only for the entire project and will be used for evaluation purposes only. They are not a guarantee of the number of hours that will be required to complete this contract.
- Proposals should not exceed five total pages of single-spaced information, with type font no smaller than 12 point and with 1 inch margins.

## Bid Schedule

Work Description	Number of Hours	Hourly Rate	Total Cost
Brand Refresh	160		
Graphic Design	160		
Website Development	240		
Digital/Social Media	80		

## **Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

Offerors Understanding of the Project	20 points
Offerors Experience and Qualifications	20 points
Alaskan Offeror Preference	10 points
Cost Proposal	50 points

## **Proposal Due Date**

Proposals must be received no later than 2:00 p.m., Alaska Time, on Friday, August 10, 2018. Proposals may be mailed, faxed or emailed but must meet the format requirements above. Proposals must be sent to the Procurement Officer at one of the following:

State of Alaska  
Department of Labor and Workforce Development  
Attn: Brad Waldron  
P.O. Box 111149  
Juneau, AK 99811-1149  
(907) 465-4024  
(907) 465-2107 FAX  
[brad.waldron@alaska.gov](mailto:brad.waldron@alaska.gov)