

REQUEST FOR PROPOSALS (RFP)
MARKETING SERVICES FOR WESTERN DAKOTA TECHNICAL COLLEGE

DATE PROPOSALS ARE DUE: Monday, April 13, 2026 by 2:00 PM Mountain Standard Time.

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Instructions to Proposers

A. DEFINITIONS:

“WDTC” means Western Dakota Technical College who is requesting proposals.

“Proposer” means a banking firm that submits a proposal in response to this request. In sections of this RFP that refer to requirements or actions of the organization that submits the proposal that is chosen by the college, “proposer” means the organization that submitted the successful proposal.

B. INVITATION TO PROPOSAL:

WDTC requests sealed proposals in response to the Request for Proposal (RFP) for the College’s Marketing Services.

Submit one (1) original and two (2) copies in a sealed envelope. The original copy needs to contain original signatures. Mark envelope “Marketing Services Proposal.” Refer to Attachment A of this RFP, “Checklist of Requirements for Proposals” for a list of required parts of a proposal. Use the cover sheet, Attachment B, for this RFP.

Proposals will be accepted up to, and no proposals may be withdrawn after, the required date and time of submission. Proposals that arrive after the required time will not be considered. It is the responsibility of the proposer to ensure that the proposal arrives at the required location by the required time. WDTC shall not waive or extend this requirement for any reason. Telephone, facsimile, electronic mail and telegraphic proposals **will not be accepted**.

A proposal, once delivered to the formal custody of the College may not be withdrawn until after the proposals are opened and acknowledged, and no proposal may be withdrawn for a period of sixty (60) days from the opening thereof. Each proposal shall be opened so as to avoid disclosure of contents to competing proposer’s during the process of negotiation. A register of proposals shall be prepared documenting the name and address of each proposer and identifying each proposer awarded a contract. The register shall be open for public inspection after contract award.

Proposals will be accepted until 2:00 PM Mountain Standard Time, Monday, April 13, 2026.

C. INQUIRIES REGARDING PROPOSAL:

All inquiries concerning this proposal must be submitted in writing by email to Pam Stillman-Rokusek, Director of Marketing at pam.stillman-rokusek@wdt.edu

Deadline for inquiries is Monday, April 6, 2026 until 4:00 PM Mountain Standard Time.

Responses that include interpretations, classifications, modifications, and supplemental instructions in the form of written addenda will be provided to all proposers on record in the WDTC Business Office. The College will not be responsible for, nor honor any claims resulting from, or alleged to be the result of misunderstanding by the proposer. No phone or in person inquiries will be accepted. It is the proposer’s responsibility to bring all discrepancies, ambiguities, omissions, or matters that need

clarification to the College's attention.

D. BONDS:

To reduce the cost of doing business with WDTC, and unless indicated elsewhere, no bid or performance bond is required. However, upon award and subsequent default by proposer, WDTC reserves the right to pursue any and all remedies.

E. CONTRACT AWARD:

The WDTC Board of Trustees will make the award to the most responsive and responsible proposer. It is the intent of WDTC to award to one proposer; the right is reserved to award this proposal to a single proposer or to reject any or all proposals if it is in the best interest of WDTC to do so.

Procedural Requirements

A. SCOPE OF SERVICES:

Services begin on July 1, 2026.

Western Dakota Technical College (WDTC) seeks proposals from qualified marketing and advertising firms to provide strategic guidance, creative services, and specialized marketing support to supplement the work of the WDTC Strategic Communications and Marketing Department. Due to evolving enrollment, branding, advertising, and regional outreach needs, WDTC requires access to a firm capable of delivering a broad range of marketing and advertising services on an as-needed basis while working collaboratively with internal staff.

1. Advertising Strategy

- Work with the WDTC Strategic Communications and Marketing Director to develop and support an annual integrated advertising strategy aligned with WDTC's fiscal year, institutional priorities, enrollment goals, advertising budget, and brand standards.
- Support campaign planning, messaging, audience targeting, media recommendations, timelines, and performance measurement.

2. Research, Market Insights, and Community Perception

- Design and administer community perception or awareness research to assess WDTC's reputation, visibility, and messaging effectiveness to include student recruitment.
- Analyze findings and provide actionable recommendations to inform rebranding, marketing strategy, and outreach efforts.

3. Brand Development and Rebranding

- Provide direction and support for college-wide brand development or rebranding, including brand strategy, positioning, messaging, and visual identity.
- Develop and support implementation of a new comprehensive brand guide to ensure consistent application across departments, platforms, and materials.

4. Graphic Design and Creative Services

- Provide graphic design and creative services as needed to support marketing and advertising initiatives, ensuring materials are brand-consistent, accessible, and adaptable across platforms. This might include digital and print advertising, publications, billboards, displays, and promotional materials.

5. Advertising Production, Media Planning, and Buying

- Provide strategic consulting, planning, negotiation, placement, and management of advertising across digital, print, outdoor, television, radio, streaming, and emerging media.
- Coordinate production of advertising assets, including digital and print ads, radio and television commercials, and related creative elements.

6. Digital Marketing, Paid Media, and SEO

- Work with WDTC Marketing team in development of paid digital and paid social media advertising campaigns. Place and manage said campaigns.

- Provide email and direct mail marketing strategy, design, and deployment support as needed.
- Support website Search Engine Optimization (SEO), including keyword research, on-page recommendations, coordination with WDTC or third-party vendors, if necessary, and performance monitoring.

7. Analytics, Reporting, and Optimization

- Provide regular reporting on campaign and advertising performance, including reach, engagement, conversions, and other relevant metrics.
- Use data and insights to inform ongoing optimization and strategic recommendations.

8. Project Coordination and Implementation Support

- As needed, provide coordination and support for complex, high-volume, or time-sensitive marketing and advertising initiatives, including vendor coordination, timelines, approvals, and quality control.

9. Accessibility and Compliance

- Ensure marketing materials and digital content meet WCAG 2.1 accessibility standards and applicable regulations.

Recommendations of other services that are conducive to the College needs that are not currently being utilized.

B. PROPOSAL SUBMISSION:

Submit proposals to the following:

Business Office
Western Dakota Technical College
800 Mickelson Drive
Rapid City, SD 57703

Mark envelope “Marketing Services Proposal”

Additional contact information for WDTC:

Kathi Maxson, Director of Accounting
Western Dakota Technical College
800 Mickelson Drive
Rapid City SD 57703
605-718-2414

The proposal must include the firm name and be signed by an officer or other employee authorized to submit the proposal. Proof of authority of the person submitting the proposal must be available upon request from WDTC.

If WDTC determines that there is a discrepancy or an omission from this RFP prior to the opening of proposals, and addendum will be issued to all proposers on record in the WDTC Business Office.

Pre-award audits may be done by representatives of WDTC prior to the award.

C. CALENDAR OF EVENTS:

The required dates and times by which actions must be completed and, where applicable, locations are listed in the following chart. If WDTC determines that it is necessary to change a date, time or location it will issue an addendum to this RFP.

Calendar of Events	
<i>Action</i>	<i>Date/Time and Location if applicable</i>
RFP Released	March 5, 2026
Deadline for submission of any communications from proposers	April 6, 2026
Deadline for WDTC to issue addenda to RFP	March 20, 2026
Proposal due date	April 13, 2026, 2pm
Proposal opening date	April 13, 2026, 2pm
Interviews (if desired by WDTC)	During month of April 2026
Selection and award	May 13, 2026

D. EVALUATION AND SCORING

Proposals will be evaluated by a Western Dakota Technical College (WDTC) selection committee using the criteria below. WDTC reserves the right to request additional information, conduct interviews, or seek clarification from proposers as part of the evaluation process. The total possible score is 100 points.

1. **Relevant Experience and Qualifications – 20 points**
 Demonstrated experience providing marketing and advertising services similar in scope and complexity to those described in this RFP, including integrated advertising, branding, research, and digital marketing. Consideration will be given to experience with higher education, workforce development, or public-sector organizations.
2. **Understanding of WDTC Needs and Strategic Approach – 20 points**
 Demonstrated understanding of WDTC’s institutional goals, enrollment-driven environment, and need for flexible, on-demand marketing support. Proposals should clearly describe collaboration with internal staff and the firm’s strategic approach across advertising, branding, research, and outreach.
3. **Quality of Proposed Services and Methodology – 20 points**
 Clarity, feasibility, and effectiveness of the proposed approach to delivering the Scope of Services, including advertising strategy, market research, brand development, creative services, media planning and buying, digital marketing, SEO, analytics, and federal accessibility compliance.
4. **Cost Structure and Overall Value – 25 points**
 Reasonableness, transparency, and flexibility of the proposed pricing structure, including hourly, project-based, or alternative cost models. Evaluation will emphasize overall value, cost

efficiency, and the ability to deliver high-quality services within available resources, rather than lowest cost alone.

5. **Creative Capabilities, Analytics, and Past Performance – 15 points**

Quality and relevance of creative samples, campaigns, or case studies, including demonstrated results and effective use of data, reporting, and optimization to improve performance.

NOTE: Western Dakota Technical College might, at its discretion, invite one or more proposers to participate in interviews or presentations following completion of the proposal evaluation and scoring process. Interviews or presentations are intended to clarify proposal information and assess overall fit and approach. Participation will not result in additional points or changes to the evaluation criteria but might be considered as part of the final selection decision.

E. PROPOSAL SELECTION:

Upon completion of evaluation of proposals, WDTC shall negotiate with the responsible proposer that submits the most responsive proposal. Agreement award is contingent upon WDTC and proposer reaching mutually agreeable terms. Other proposers that have submitted proposals will be notified when negotiations have been completed.

WDTC reserves the right to:

1. Waive any irregularities or informalities in proposals.
2. In the best interest of WDTC, accept or reject any and all proposals or portions thereof, select the next most responsive proposal, or if necessary, issue a new RFP. WDTC will take actions as deemed appropriate.

Proposer has the right to withdraw its proposal if WDTC changes the type of award as described in Section B, above.

Standard Terms and Conditions

The following standard terms and conditions shall be incorporated into the agreement.

A. RECORDKEEPING:

Books and records of WDTC transactions shall be made available, upon request, in an easily accessible manner for a period of three (3) years from the end of the agreement term (including renewals) to which they pertain, for audit, examination, excerpts and transcriptions by WDTC, state and federal representatives and auditors.

B. CERTIFICATION REGARDING DEBARMENT OR SUSPENSION:

The proposer certifies that neither the proposer or its principals; the sub-recipients or their principals; or the subcontractors or their principals are suspended, debarred, proposed for debarment, voluntarily excluded from covered transactions, or otherwise disqualified by any federal department or agency from doing business with the Federal Government pursuant to Executive Orders 12549 and 12689. The proposer specifically covenants that neither the proposer nor its principals; the subcontractors or their principals; nor the sub-recipients or their principals are included on the Excluded Parties List System ("EPLS") maintained by the General Services Administration ("GSA").

C. LOBBYING:

If the negotiated agreement exceeds \$100,000, proposer certifies that no federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence any federal agency or Congress with respect to the awarding of a federal contract, etc. If proposer has paid, or will pay, any funds other than federal appropriated funds to any person for influencing or attempting to influence an officer or employee of any federal agency or Congress, proposer is required to submit a "Disclosure Form to Report Lobbying" at the time of the executed contract and at the time of any renewals.

D. CODE OF CONDUCT:

No employee, officer, or agent may participate in the selection, award, or administration of a contract supported by a Federal, State, or local award if he or she has a real or apparent conflict of interest. Such a conflict of interest would arise when the employee, officer, or agent, any member of his or her immediate family, his or her partner, or an organization which employs or is about to employ any of the parties indicated herein, has a financial or other interest in or a tangible personal benefit from a firm considered for a contract.

The officers, employees, and agents of the non-federal entity may neither solicit nor accept gratuities, favors, or anything of monetary value from contractors or parties to subcontracts. On award of contract, the proposer will complete two supplemental documents (Harassment and Discrimination Policy Outside Contractor Agreement and Personally Identifiable Information Policy Outside Contractor Agreement). Sample documents located at the end of the document.

The standards of conduct must provide for disciplinary actions to be applied for violations of such standards by officers, employees, or agents of the non-federal entity.

WDTC procedures seek to avoid acquisition of unnecessary or duplicative items. Consideration is given to consolidating or breaking out procurements to obtain a more economical purchase. Where

appropriate, an analysis will be made to determine the most economical approach.

For questions and concerns regarding procurement solicitations, contract evaluation, and award, contact:

Kathi Maxson, Director of Accounting

605-718-2414

E. OTHER FEDERALLY REQUIRED CONTRACTUAL PROVISIONS:

- If the contract exceeds \$2,500, proposer is required to comply with sections 103 and 107 of the Contract Work Hours and Safety Standards Act (40 USC 327-330) as supplemented.
- If the contract exceeds \$10,000, proposer is required to comply with Executive Order 11246, entitled "Equal Employment Opportunity," as amended by Executive Order 11375, and as supplemented in U.S. Department of Labor regulations (41 CFR Part 60).
- If the contract exceeds \$100,000, proposer will be required to comply with Section 306 of the Clean Air Act (42 USC 1857(h)), Section 508 of the Clean Water Act (33 USC 1368), Executive Order 11738, and Environmental Protection Agency regulations (40 CFR Part 15), which prohibit the use of facilities included on the EPA List of Violating Facilities. Proposer shall report all violations to the grantor agency and to the USEPA Administrator for Enforcement (EN-329).

F. AGREEMENT PERIOD:

July 1, 2026 thru audit for the fiscal year ending June 30, 2029.

G. TERMINATION OF AGREEMENT:

In the event the proposer defaults in any of the terms of this contract, and such default is not resolved within thirty (30) days after written notice of default, WDTC will have the right to terminate this contract. In addition, WDTC shall have the right to terminate this contract for any reason on written notice to proposer given at least sixty (60) days before such termination.

Proposal Requirements

- a. Introduction and history of the company.
- b. Describe your plan for implementation effective July 1, 2026. Please include timeline and team names and contact information.
- c. Documentation of all licenses and certifications for the company.
- d. Documentation of experience providing services to colleges, school districts, or other public entities.
- e. Documentation of experience and pricing associated with the services listed above.
- f. Provide resumes for team members assigned to this account.
- g. Address willingness and availability for in person interview and presentation if selected as a finalist.
- h. List of client references.

Pricing for the proposal will be accepted for 3-year pricing.

Attachment A

The following information and completed forms must be submitted for a complete proposal.

- Company description, including organizational chart, identification of staff responsible for agreement duties, and brief position descriptions.
- Demonstration of financial stability
- Name and contact information for two entities that may be contacted for references.
- Description of procedures: Implementation timelines and payment terms. Also include a description of how you plan to meet each of the evaluation criteria.
- Completed and signed Attachment B “Marketing Services Proposal” form.

Attachment B

Marketing Services Proposal

TO

Western Dakota Technical College

Due: *Monday, April 13, 2:00 PM MS*

The undersigned hereby offers to provide Marketing Services for Western Dakota Technical College for the period of July 1, 2026 through June 30, 2029.

I understand that WDTC reserves the right to reject any or all proposals, and that this proposal may not be withdrawn during a period of sixty (60) days from the time of opening of the proposal.

PROPOSER NAME

PROPOSER ADDRESS

PROPOSER EMAIL & PHONE NUMBER

SIGNATURE OF AUTHORIZED REPRESENTATIVE

PRINTED NAME

TITLE

DATE



**Western Dakota Technical College - Harassment and Discrimination Policy
Outside Contractor Agreement - Supplement**

Contractor (name: _____) agrees as follows:

- **Policy** (*Select One*)
___ Subject all its employees to a legally compliant sexual harassment and non-discrimination policy, or
___ In lieu of such a policy, agrees to subject its employees to the policies of Western Dakota Technical College (WDTC), abide by its disciplinary determinations, and implement them without material deviation;
- **Training** (*Select One*)
___ Provide annual harassment and discrimination training to its employees, or
___ If Contractor does not have such training, they agree to utilize the WDTC's resources to train their employees;
- Agrees to remove or suspend any employee suspected of harassment immediately at request of WDTC;
- Agrees its employees are subject to no-contact orders and no trespass orders issued by WDTC; and
- Agrees to cooperate with any investigation conducted by WDTC.

Signed: _____ Date: _____

Reference

Western Dakota Technical College ("WDTC") will not tolerate racism, discrimination, harassment, exploitation or victimization of students, school employees, non-employees or any person who is an invitee of WDTC for any reason, including but not limited to race, color, ancestry, national origin, pregnancy, marital status, religion, creed, age, sex, citizenship, political affiliation, disability, sexual orientation, genetic information, status as a veteran, or any other status protected under applicable federal, state or local law.

The full Policy 9025 – Discrimination and Harassment (<https://www.kdt.edu/assets/docs/uploads/policy/9025.pdf>) is available on the WDT website, along with other applicable governing policies.



**Western Dakota Technical College – Personally Identifiable Information (PII)
Policy Outside Contractor Agreement - Supplement**

Contractor (name: _____) agrees as follows:

Personally Identifiable Information Statement

Contractor agrees to maintain confidentiality in its use of Personally Identifiable Information (PII) of students or employees. Contractor assumes any risk and liability related to inappropriate use or compromise of Personally Identifiable Information of Western Dakota Technical College (WDTC) students or employees.

Signature: _____ Date: _____

Reference

[Personally Identifiable Information \(PII\)](#) is defined as:

Any representation of information that permits the identity of an individual to whom the information applies to be reasonably inferred by either direct or indirect means. Further, PII is defined as information: (i) that directly identifies an individual (e.g., name, address, social security number or other identifying number or code, telephone number, email address, etc.) or (ii) by which an agency intends to identify specific individuals in conjunction with other data elements, i.e., indirect identification. (These data elements may include a combination of gender, race, birth date, geographic indicator, and other descriptors). Additionally, information permitting the physical or online contacting of a specific individual is the same as personally identifiable information. This information can be maintained in either paper, electronic or other media. (<https://www.dol.gov/general/ppii>)