



**Kennebec Valley Community College
92 Western Avenue
Fairfield, ME 04937**

**Competitive Bid
Request for Proposal
This is Not an Order**

Marketing Plan

Date:	July 15, 2026
Proposal Due On:	August 3, 2026
Return Proposal To:	CJ McKenna, Dean of Student Affairs Kennebec Valley Community College 92 Western Avenue Fairfield, Maine 04937
Telephone:	(207)-453-5019
Email:	cmckenna@mainecc.edu

Competitive Bid Request for Proposal

Carpet Cleaning

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Competitive Bid Request for Proposal Marketing Plan

1.0 Introduction

Kennebec Valley Community College (KVCC) is soliciting proposals to procure creatin of a marketing plan for the college.

A detailed explanation of the scope and specifications is contained in **Section 6.0, Scope of Services**. Preference will be given to the proposals conforming to the specifications provided; however, alternate recommendations may be considered. KVCC reserves the right to accept or reject any or all of the proposals received, in part or in whole.

2.0 Background

Kennebec Valley Community College is a comprehensive community college offering technical, career, and transfer education in addition to customized training for businesses and industries in Kennebec, Somerset, Waldo and Knox Counties. The College is located on two campuses in mid-Maine. Its 70-acre main campus in Fairfield, Maine is reached by taking Exit 132 off Interstate 95. The 600-acre Harold Alfond Campus is located seven miles north of the Fairfield campus on U.S. Route 201 in Hinckley, Maine.

3.0 Schedule / Modifications

Description	Day/Date	Time
RFP Issued	July 15, 2026	
Proposals Due On	August 3, 2026	3:00 P.M. ET
Award Decision & Notification	August 17, 2026	

4.0 Examination of Specifications and Schedule

Each bidder or authorized agent is expected to examine the bid specifications, contract documents and all other instructions pertaining to this RFP. Failure to do so will be at the bidder's own risk, and the bidder cannot secure relief on the plea of error in the bid. KVCC reserves the right to accept or reject any and all bids in part or in whole.

5.0 Submission of Bids

The Proposal, which must be signed by a person having proper authority to legally obligate the offering company, along with any additional supporting material, **must be received no later than August 3, 2026 by 3:00 P.M. (ET).**

All proposals are to be marked “Marketing Plan” and mailed to:

CJ McKenna, Dean of Student Affairs
Kennebec Valley Community College
92 Western Avenue
Fairfield, ME 04937

Proposals may also be e-mailed to: cmckenna@maineccc.edu with the subject line “Marketing Plan”

6.0 Scope of Services

The Scope of Services set forth in this Request for Proposal (RFP) represents an outline of the services the College anticipates the successful proposer to perform and is presented for the primary purpose of allowing the College to compare proposals. The precise scope of services shall be negotiated between the College and the successful Proposer.

6.1 Project Overview

The College seeks proposals from qualified marketing and communications firms to develop a comprehensive, data-informed marketing plan that supports the institution's strategic goals related to enrollment growth, student retention, workforce development, community engagement, and brand awareness.

The selected firm will work collaboratively with college leadership, faculty, staff, students, and external stakeholders to assess current marketing efforts and develop a multi-year marketing strategy that strengthens the College's position in the marketplace and advances institutional priorities.

The marketing plan should:

- Increase awareness of the College's programs, services, and value proposition.
- Support enrollment growth across credit and workforce development.
- Enhance recruitment of traditional, adult, online, and workforce learners.
- Improve brand consistency and recognition.
- Support workforce development initiatives and employer partnerships.

6.2 Specifications

The selected firm will be expected to complete the following:

1. Discovery and Assessment

- Conduct a comprehensive review of current marketing and communications efforts.
- Review institutional strategic plans, enrollment plans, branding materials, and relevant market research.
- Evaluate existing marketing channels, campaigns, messaging, digital presence, and communication strategies.
- Analyze historical enrollment trends and demographic data.

- Assess marketing staffing structure, processes, and resource allocation.

2. Stakeholder Engagement

Facilitate interviews and/or focus groups with key stakeholders, including, College leadership, faculty and staff, students, community stakeholders.

3. Market Research and Competitive Analysis

- Analyze demographic, economic, workforce, and educational trends within the College's service area.
- Identify target audiences and market segments.
- Evaluate competitor institutions and alternative educational providers.
- Assess market opportunities for program growth and enrollment expansion.

4. Marketing Strategy Development

Develop a comprehensive marketing plan that includes:

- Strategic marketing goals and objectives.
- Target audience segmentation and personas.
- Brand positioning recommendations.
- Enrollment marketing strategies.
- Retention communication strategies.
- Workforce and community engagement marketing strategies.
- Digital marketing recommendations.
- Social media strategy.
- Content marketing strategy.
- Public relations and earned media recommendations.
- Advertising recommendations, including traditional and digital channels.
- Marketing technology and CRM integration recommendations.
- Internal communications considerations.

5. Desired Outcomes

The completed marketing plan should provide the College with a practical, actionable roadmap that aligns marketing investments with institutional priorities, strengthens enrollment outcomes, enhances community visibility, and establishes a sustainable framework for long-term growth and success.

7.0 Bid Review and Evaluation

The College reserves the right to reject all proposals, to waive any informalities and technicalities, and to solicit and re-advertise for new proposals, or to abandon the project in its entirety. The College reserves the right to make the award to that proposer who, in the opinion of the College, will be in the best interest of and/or the most advantageous to the College.

1. Evaluation Method

- a. Technical ability to meet the outlined specifications
- b. Past performance and references
- c. Cost of base proposal

8.0 Preparation of Bids

KVCC seeks the proposal that meets the specifications noted in this RFP. KVCC will review all proposals. The bidder shall include with the proposal any terms and conditions specific to their proposal.

Each valid proposal shall include:

- The contractor's name(s)
- Contact information (Address, phone, Fax, Email)
- Company quote with detailed specifications and pricing
- Company specific terms and conditions

9.0 Withdrawal of Bids

All proposals must be valid for at least thirty (30) days after the proposal due date, after which time proposals shall expire unless the proposer had been notified and agrees to an extension.

KVCC reserves the right to modify or withdraw this invitation, to reject any or all proposals, and to terminate any subsequent negotiations at any time. KVCC also reserves the right to choose the proposal that best meets the needs of its facility and training programs.

10.0 Taxation and Compliance

Maine Community College System d/b/a Kennebec Valley Community College is an educational institution organized under the laws of the State of Maine and so its purchase of goods is exempt from state, federal, and local sales and use taxes. The successful bidder agrees to comply with all applicable federal, state and local statutes, laws, codes, rules, regulations, ordinances and orders in the performance of the Contract.

11.0 Prohibited Terms and Conditions

NOTICE TO VENDORS AND BIDDERS: STANDARD TERMS AND CONDITIONS APPLICABLE TO ALL MCCS CONTRACTS

The following standard contracting terms and conditions are incorporated and shall become a part of any final contract that will be awarded by any college or other operating unit of the Maine Community College System (collectively "MCCS"). These terms and conditions derive from the public nature and limited resources of the MCCS.

MCCS DOES NOT AGREE TO:

1. Provide any defense, hold harmless or indemnity;
2. Waive any statutory or constitutional immunity;
3. Apply the law of a state other than Maine;
4. Procure types or amounts of insurance beyond those MCCS already maintains or waive any rights of subrogation;
5. Add any entity as an additional insured to MCCS policies of insurance;
6. Pay attorneys' fees; costs, including collection costs; expenses or liquidated damages;
7. Promise confidentiality in a manner contrary to Maine's Freedom of Access Act;
8. Permit an entity to change unilaterally any term or condition once the contract is signed;
9. Automatic renewals for term(s) greater than month-to-month;

10. Limitations on MCCC's recovery of lawful damages incurred as a result of breach of the contract;
11. Limitation of the time period under which claims can be made or actions brought arising from the contract;
12. Vendor's terms prevailing over MCCC's standard terms and conditions, including addenda; and
13. Unilateral modifications to the contract by the vendor.

BY SUBMITTING A RESPONSE TO A REQUEST FOR PROPOSAL, BID OR OTHER OFFER TO DO BUSINESS WITH MCCC, YOUR ENTITY UNDERSTANDS AND AGREES THAT:

1. The above standard terms and conditions are thereby incorporated into any agreement entered into between MCCC and your entity; that such terms and condition shall control in the event of any conflict with such agreement; and that your entity will not propose or demand any contrary terms;
2. The above standard terms and conditions will govern the interpretation of such agreement notwithstanding the expression of any other term and/or condition to the contrary;
3. Your entity will not propose to any college or other operating unit of the MCCC any contractual documents of any kind that are not in at least 11-point black font on a white background and completely contained in one Word or PDF document, and that any references to terms and conditions, privacy policies or any other conditions referenced outside of the contract will not apply; and
4. Your entity will identify at the time of submission which, if any, portion or your submitted materials are entitled to "trade secret" exemption from disclosure under Maine's Freedom of Access Act; that failure to so identify will authorize MCCC to conclude that no portions are so exempt; and that your entity will defend, indemnify and hold harmless MCCC in any and all legal actions that seek to compel MCCC to disclose under Maine's Freedom of Access Act some or all of your submitted materials and/or contract, if any, executed between MCCC and your entity.