

**The State Education Resource Center (SERC)
Request for Proposals
Parent Survey Printing and Mailing**

SERC RFP Number: 17SERC/002RFP

The State Education Resource Center (SERC)

Procurement Contact: Courtney Troup

- RFP Issued/Posted on SERC website: February 17, 2017
- Receipt of Questions about RFP: February 17, 2017 – February 22, 2017
- Answers to questions will be posted as an addendum to the RFP on the SERC website: February 24, 2017
- Proposal Due Date: No later than 4:00 pm on March 3, 2017



The State Education Resource Center (SERC) is committed to a policy of equal opportunity/affirmative action for all qualified persons. SERC does not discriminate in any employment practice, education program, or educational activity on the basis of race, color, religious creed, sex, age, national origin, ancestry, marital status, sexual orientation, gender, gender identity or expression, disability (including, but not limited to, intellectual disability, past or present history of mental disorder, physical disability or learning disability), genetic information, or any other basis prohibited by Connecticut state and/or federal nondiscrimination laws. SERC does not unlawfully discriminate in employment against qualified persons with a prior criminal conviction. Inquiries regarding SERC's nondiscrimination policies should be directed to:

Michelle Weaver
General Counsel, SERC

TABLE OF CONTENTS

OVERVIEW AND PURPOSE.....4

ABOUT SERC.....4

SCOPE OF PRODUCT AND SERVICES.....5

PROPOSAL REQUIREMENTS.....6

SELECTION CRITERIA.....7

INSTRUCTIONS TO PROPOSERS.....7

GENERAL INFORMATION.....8-9

Overview and Purpose

The State Education Resource Center (SERC) is seeking competitive proposals from qualified and interested printers to print and mail Parent Survey packets on or by the first week in April 2017 and a second mailing of a reminder letter exactly 1 week after the first mailing.

About SERC

SERC is a quasi-public agency primarily funded by the Connecticut State Department of Education. SERC provides professional development and information dissemination in the latest research and best practices to educators, service providers, and families throughout the state, as well as job-embedded technical assistance and training within schools, programs, and districts.

SERC, formerly known as the Special Education Resource Center, became the State Education Resource Center according to a change in state statutes. The agency continues to maintain the Special Education Resource Center in addition to its broader responsibilities, including early childhood education and school improvement.

SERC, in operation since 1969, is known for providing high-quality, research-based professional development to educators, service providers, families, and community members as part of its commitment to improve the achievement of Connecticut's children and youth. SERC provides professional development through both statewide programming activities or, increasingly, through on-site, job-embedded learning opportunities in Connecticut public schools and programs.

Over the years, SERC has offered initiatives that support the achievement of all learners, with the belief that programs are most effective when general education and special education do not function as separate systems, but are united. The change in name appropriately reflects the broad services and programs that SERC has been offering for many years in areas important to both *general* and *special* education.

Additional information relative to SERC is available in our Annual Report, which can be found at our web site www.ctserc.org, under the tab "About SERC."

Scope of Services

The Printer will be responsible for the following the proposed timeline and producing the outlined deliverables.

- All documents printed in black on 60# offset text
- Total number of approximate mailings – 20,189 (for both mailings)

Printing and Mailing #1

1. Cover letter – 2 sided (English/Spanish), 8.5 x 11
 - a. Print mailing address in document via mail merge from database provided
 - b. Print student ID on top right/both sides from database provided
 - c. Fold English side out

 2. Parent Survey – 2 sided (English/Spanish), 8.5 x 11
 - a. Print student ID on top right/both sides from database provided
 - b. Fold English side out

 3. CPAC Flyer Insert - 2 sided (English/Spanish), 8.5 x 11
 - a. Fold English side out

 4. CAPC Newsletter - 2 sided 8.5 x 11

 5. #9R Business Reply Envelope
 - a. Addressed to Glen Martin Associates, 41 State Street, Suite 604-02, Albany, NY 12207

 6. #10 Window Envelope
 - a. Print Return Address: Glen Martin Associates, 41 State Street, Suite 604-02, Albany, NY 12207
 - b. Print inkjet indicia
 - c. Print “Important Parent Information from the CT State Department of Education” above window on right
- Match items 1&2
 - Insert items in #10 Envelop in order (1,2,3,4 and 5)
 - First Class Mailing

Mailing #2 (Sent exactly 1 week after mailing #1)

1. Reminder letter – 2 sided (English/Spanish), 8.5 x 11
 - a. Print mailing address in document via mail merge from database provided
 - b. Print student ID on top right/both sides from database provided
 - c. Fold English side out

 2. #10 Window Envelope
 - a. Print Return Address: Glen Martin Associates, 41 State Street, Suite 604-02, Albany, NY 12207
 - b. Print inkjet indicia
 - c. Print “Important Parent Information from the CT State Department of Education” above window on right
- Standard Mailing

Proposal Requirements

- I. The Proposal must include the required information in the following sections:
 - A. A brief history and general description of your firm;
 - B. A written narrative approach for meeting or exceeding the expectations listed in Section A;
 - C. A portfolio of at least three (3) examples of previous projects with similar scope and timelines to the projects mentioned in Section B;
 - D. A clear outline of your firm’s cost structures. This should include (if applicable) both hourly/daily time costs, per-product costs, and any maintenance or support costs; and
 - E. A summarized explanation as to why your firm is the best possible choice for this RFP.

- II. Required format for proposals:

All proposals must follow the required format. Failure to follow the required format may result in disqualification of a proposal:

- Page Limit: 20 including cover page
- Page Size: 8 ½ x 11; portrait
- Font Size: 12
- Font Type: Times New Roman
- Double-spaced
- Margins: 1” minimum on the top, bottom, and sides of all pages
- All pages must be numbered and single-sided.
- Do not use material in proposals dependent on color distinctions, animated electronics, etc.
- Do not place proposals in notebooks or binders. Metal clips may be used to bind pages together.
- Do not include attachments other than those requested or required by this RFP.

Selection Criteria

A selection committee will review and score all proposals. Reviewers will consider the quality, thoroughness, and clarity of each bidder's response in reference to:

- A. Described approach for meeting or exceeding the expectations listed in Section A;
- B. Provided portfolio's alignment and relevance to example projects specified in Section B;
- C. Provided cost structures;
- D. Provided summary explanation as to why the applicant is the best possible choice for this RFP;

Instructions to Proposers

I. Proposal Schedule

Release of RFP by electronic means on the SERC website at ctserc.org	February 17, 2017
Receipt of questions	By 12:00 p.m. on February 22, 2017
Answers to questions will be posted as an Addendum on the SERC website	By 4:00 p.m. on February 24, 2017
Proposal due date	By 4:00 p.m. on March 3, 2017

During the period from your organization's receipt of this Request for Proposals and until a contract is awarded, your organization shall not contact any employee of SERC for additional information except in writing directed to Cortney Troup, SERC, Project Manager, at Troup@ctserc.org.

II. Questions

Questions for the purpose of clarifying the RFP must be submitted **in writing by email** and must be received no later than 12:00 p.m. on February 22, 2017.

Questions must be emailed to Cortney Troup, SERC, Project Manager, at Troup@ctserc.org.

Questions and responses will be posted as an "Addendum to the Parent Survey and Mailing RFP" on the SERC website at www.ctserc.org by 4:00 p.m. on February 24, 2017. Please note that submissions of questions for response do not in any way enhance or guarantee the chances of receiving a contract through this proposal.

III. Proposal Submission

All responses to this solicitation must be received by March 3, 2017 no later than 4:00 p.m.

The attached cover page must bear an **original signature** of the **official authorized** to submit the proposal. Electronic submissions and faxed copies of proposals will not be accepted.

Please submit **one (1) original** and **three (3) copies** of the proposal addressed to:

Cortney Troup
SERC Library
25 Industrial Park Road
Middletown, CT 06457
Attention: Parent Survey and Mailing RFP

General Information

- I. Contract Period**
The contract period shall begin day of approval through June 30, 2017. SERC reserves the right to extend this contract.
- II. Contract Award**
SERC reserves the right to award the contract in a manner deemed to be in the best interests of SERC.
- III. Stability of Proposed Prices**
Any price offerings from proposers must be valid for a period of 30 days from the due date of the proposals.
- IV. Amendment or Cancellation of the RFP**
SERC reserves the right to cancel, amend, modify, or otherwise change this RFP at any time if it deems it to be in the best interests of SERC.
- V. Proposal Modifications**
No additions or changes to any proposal will be allowed after the proposal due date, unless such modification is specifically requested by SERC. SERC, at its option, may seek proposer retraction and clarification of any discrepancy or contradiction found during its review of proposals.
- VI. Proposer Presentation of Supporting Evidence**
Proposers must be prepared to provide any evidence of experience, performance, ability, and/or financial surety that SERC deems to be necessary or appropriate to fully establish the performance capabilities represented in their proposals.
- VII. Proposer Demonstration of Proposed Services and or Products**
Proposers must be able to confirm their ability to provide all proposed services.
- VIII. Erroneous Awards**
SERC reserves the right to correct inaccurate awards. This includes revoking the awarding of a contract to a proposer and subsequently awarding the contract to a different proposer.

Such action shall not constitute a breach of contract on the part of SERC because the contract with the initial proposer will be deemed voided as if no contract was ever in place.

IX. Proposal Expenses

Proposers are responsible for all costs and expenses incurred in the preparation of proposals and for any subsequent work on the proposal that is required.

X. Ownership of Proposals

All proposals shall become the property of SERC and will not be returned.

XI. Ownership of Subsequent Products

Any product, whether acceptable or unacceptable, developed under a contract awarded as a result of this RFP shall be the sole property of SERC unless otherwise stated in the contract.

XII. Oral Agreement or Arrangements

Any alleged oral agreements or arrangements made by proposers with SERC will be disregarded in any proposal evaluation or associated award.

XIII. Not a Contract

This RFP is not a contract and, alone, shall not be interpreted as such. Rather, this RFP only serves as the instrument through which proposals are solicited. SERC will pursue negotiations with the highest scoring proposal. If, for some reason, SERC and the initial proposer fail to reach consensus on the issues relative to a contract, then SERC may commence contract negotiations with other proposers. SERC may decide at any time to start the RFP process again.

The selected proposer will be required to sign a formal contract. The contract may include a liquidated damages clause at the discretion of SERC, including other relevant clauses.

XIV. Subcontractors

SERC must approve any and all subcontractors utilized by the successful proposer prior to any such subcontractor commencing any work. Proposers acknowledge by the act of submitting a proposal that any work provided under the contract is work conducted on behalf of SERC and that the SERC Executive Director or designee may communicate directly with any subcontractor as SERC deems to be necessary or appropriate.

It is also understood that the successful proposer shall be responsible for all payment of fees charged by the subcontractor(s). A performance evaluation of any subcontractor shall be provided promptly by the successful proposer to SERC upon request. The successful proposer must provide the majority of services described in the specifications.

XV. Accounting Procedures

Generally accepted accounting principles (GAAP) or another acceptable accounting method must be utilized.