



CARL
SANDBURG
COLLEGE™

Request for proposal

SANDBURG MAGAZINE

March 2024

Sandburg | 2400 Tom L. Wilson Blvd. | Galesburg, IL 61401

sandburg.edu



Galesburg campus: 2400 Tom L. Wilson Boulevard, Galesburg, IL 61401 | p: 309.341.2518 | f: 309.344.1395
Carthage campus: 305 Sandburg Drive, Carthage, IL 62321 | p: 217.357.3129 | f: 217.357.5312

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I. Proposal overview

A. Sandburg background

Carl Sandburg College is dedicated to serving the educational needs of western and central Illinois. With the fourth largest community college district in square miles, the college has served all or part of a 10-county area for more than 55 years. Students planning to transfer to a four-year university or enter the skilled workforce can select one of more than 40 programs the college offers. The college had more than 2,000 full- or part-time students enrolled for the 2023-2024 academic year. The main campus, located in Galesburg, IL, has an additional location in downtown Galesburg and a branch campus in Carthage, IL.

Mission

To provide all students with opportunities for success.

Vision

Where dreams come to life, and lives come to change.

B. Objectives

- Increase knowledge about Sandburg, foster enrollment, facilitate alumni relations and drive community support.
- Streamline and elevate the current content and design of the magazine to tell the Sandburg story clearly and compellingly in a way that resonates with the reader and drives them to action (e.g., completing the BRC, visiting the website, etc.).
- Demonstrate relevancy through a modern design that reflects the new Sandburg brand.
- Elevate the college's profile to clarify and accurately reflect Sandburg in style, tone, content and imagery to resonate with our target audience of future, prospective and current students, faculty and staff, as well as community members, alumni, and potential and current donors.

C. Scope of services

1. **Magazine development:** Refresh and revitalize the current Sandburg magazine’s look and feel to reflect the new Sandburg branding, which includes:
 - **Overall design** — Including cover and all inside pages/spreads
 - **Length** — Provide proposal for 20-page, 24-page and 28-page options.
 - **Paper sourcing** — Including cover and inside pages/spreads with varying weights/cardstock
 - **Articles** — Take content provided by Sandburg (via Marketing), and create compelling designs with plenty of white space, clean look/feel.
 - **Business reply card/envelope** — Creation of a BRC & envelope for donations
 - **Proofing** — Facilitate several rounds of proofing as needed.
 - **Printing** — Manage the printing of the entire run of magazines.
 - **Distribution** — Manage and facilitate distribution to more than 44,000 homes within the Sandburg district 518.
 - **Timing** — Provide proposal to include annual and bi-annual distribution.

II. RFP schedule of events

| Event | Date and time |
|---------------------------------------|----------------------------|
| Issue request for proposal (RFP) | March 25, 2024 |
| Pre-bid meeting | April 10, 2024 @ 2 p.m. CT |
| Proposal submittals due | April 17, 2024 @ 4 p.m. CT |
| Proposal evaluation period | April 17-24, 2024 |
| Award RFP to selected agency | April 26, 2024 |
| Kick-off project with selected agency | May 1, 2024 |

Schedule notes: The above dates are subject to change at the discretion of Sandburg.

III. Selection criteria

Sandburg is seeking to partner with a creative agency who:

1. Has demonstrated expertise and experience in creating magazine-style projects (e.g., viewbooks, magazines, etc.).
2. Has robust graphic design capabilities and the ability to adhere to and showcase our new branding.
3. Will be a natural fit and extension of the Sandburg Marketing & PR team in terms of personalities and expertise to ensure excellent and seamless collaboration and partnership from kick-off through completion.

Proposals will be evaluated based on the most competitive offer — taking into consideration the quality of services offered, fit with Marketing & PR’s philosophies and work styles, and how well the proposal meets the RFP requirements, above selection criteria and college needs. This RFP identifies the minimum requirements of the project. Prospective bidders are encouraged to submit proposals that both adhere to industry best practices as well as leverage the agency’s successful prior in-house experiences with similar projects at other higher-education institutions.

IV. General requirements

Sealed bids will be received by Sandburg for the **magazine** project, pursuant to specifications.

A. Receipt of bids

Vendors shall submit proposals for the **magazine** project before 4 p.m. CT, April 17, 2024, one of the following ways:

Email

Send PDF of proposal to dsmith@sandburg.edu, cc’ing lnagel@sandburg.edu.

Mail

Office Manager for the President
Carl Sandburg College
2400 Tom L. Wilson Blvd.
Galesburg, IL 61401

Bids will be publicly opened in the Board Room E200, read aloud and recorded. Bids shall be held good and not withdrawn for 60 calendar days from the date of bid opening.

Sandburg reserves the right to waive any irregularities and to accept any or reject all bids when in the opinion of Sandburg, such action will serve the college's best interest.

Bids on all work of this contract shall be subject to the provisions of the Illinois Prevailing Wage Act, 820 IL CS 130/0.01 et seq., the Equal Employment Opportunity Clause — rules of the Illinois Human Rights Commission, the Illinois Drug-Free Workplace Act, and all other applicable and governing laws and ordinances.

Correspondence and questions shall be directed to the office of:

Laura Nagel (lnagel@sandburg.edu | o: 309.341.5221 | c: 224.627.8205)
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