



## ***REQUEST FOR PROPOSALS***

***LANE COMMUNITY COLLEGE FOUNDATION***

***CAMPAIGN COUNSEL/FEASIBILITY STUDY***

***Issue Date: January 10, 2023***

***Closing Date: February 28, 2023, 5:00 pm PST***

All Times Are In Local Time

### **SUBMITTAL LOCATION**

LANE COMMUNITY COLLEGE FOUNDATION  
4000 EAST 30TH AVENUE  
BLDG 19, ROOM 270  
EUGENE, OREGON 97405-0640

Or (preferred) via email to: [wendy@laneccfoundation.org](mailto:wendy@laneccfoundation.org)

## **PART I: SUBMITTAL OF PROPOSALS**

Interested firms may submit responses to this Request For Proposals by completing the requested documentation herein and submitting it:

Electronically to [wendy@laneccfoundation.org](mailto:wendy@laneccfoundation.org) with the subject line: Response to RFP

If the documents are too large to be sent via email, please contact the email address above and we will arrange for you to upload the documents to an online folder.

A successful electronic submission will receive an email confirmation within 48 hours. If you do not receive such a confirmation, or you are submitting very close to the deadline, please email the address above or call (541) 463-5804 to confirm receipt.

Or submit via US Mail to:

Lane Community College Foundation  
4000 East 30th Avenue  
Building 19, Room 270  
Eugene, Oregon 97405

within a sealed envelope clearly marked with the words:

Response to RFP enclosed

To be received not later than:

February 28, 2023, 5:00 pm

Please note that electronic submissions are strongly preferred, but the mode of transmission will not affect the process or outcome.

**END OF PART I**

## **PART II: SCOPE OF WORK**

### **1) BACKGROUND**

#### **MISSION**

We align donor passion and generosity to advance the priorities of Lane Community College.

#### **VISION**

Opening doors to higher education for all.

#### **CORE VALUES**

##### **Integrity**

We show a consistent and uncompromising adherence to strong ethical principles.

##### **Opportunity**

We believe that the path to opportunity is paved in equity, access and inclusion.

##### **Service**

We serve as partners with the College and community. We are responsive and accountable to the evolving needs of the College.

##### **Stewardship**

We shepherd assets, adhere to our donors' intentions, and effectively invest in our communities.

#### **HISTORY**

The Lane Community College Foundation is a separate 501(c)(3) organization that provides private funding in support of Lane Community College's mission and constituents. The staff and dedicated board of trustees embarked on the first campaign for Lane Community College in 2007 – a campaign that went beyond scholarships and included fundraising for building capital, faculty support, and innovation. Despite a very challenging economic climate, the successful campaign raised over \$29 million in cash and deferred gifts between 2007 and 2012 (approximately 1/3 of the total was deferred gifts). Between 2013-2020, the Foundation conducted a phased comprehensive campaign which raised over \$20 million, including over \$3 million in capital and the remainder in program and student support. This effort had to pivot to primarily student support and covid relief during the pandemic. Final payments on all capital pledges were completed in 2020.

In 2020, local voters approved a \$121.5 million bond that will finance the construction of several critical buildings and infrastructure upgrades on campus, including a new health professions building and new Industry and Trades Education building (ITEC).

The Foundation wishes to conduct a feasibility study and campaign planning for a \$30-40 million comprehensive campaign that is guided by a bold 21<sup>st</sup> century vision to increase economic mobility in the region. The Lane Community College President and Board of Education are seeking to serve more people by developing talent across an individual's life cycle. The campaign will focus on the theme of establishing Lane County as a workforce

development hub for the region – incorporating components of the ITEC building, scholarships and program support related to workforce development. Funding for other needed capital projects will create a physical infrastructure that transforms learning and support. Virtual laboratories and makerspaces will create experimentation, partnership, and innovations to be brought to scale. **Please see the attached Appendix B for the most recent campaign vision document.**

Lane Community College has a new President, Dr. Stephanie Bulger, who took office in July 2022. Together with an active Foundation board and experienced/long-time Foundation staff, Dr. Bulger is passionate about workforce development in all of its program offerings, equitable community college success, and serving the community.

In addition to the campaign, the Foundation has annual fundraising goals, as well as special events for both fundraising and stewardship. Existing marketing materials have come from a variety of designers and include an annual report, website, social media accounts, various program write-ups and one-sheets, and other miscellaneous materials.

## **2) GENERAL REQUIREMENTS AND SCOPE OF WORK**

Although an exact timeline for the completion of work will be negotiated with the successful Proposer, the successful Proposer should be able to complete the initial scope of work within six months of proposal acceptance. Due to the progression of the Foundation's fundraising efforts, Proposers should recognize that time is of the essence.

Proposers selected to provide work under this RFP will develop and implement a feasibility study and campaign recommendations. Specifically, the work may include, but not be limited to the following:

- a) Work with Foundation staff to create written case statement(s) that can be tested with potential leadership donors, major donors and industry partners;
- b) Create a full evaluation of the proposed case(s) for giving and priorities, based on confidential donor and stakeholder interviews, focus groups, surveys, or other means;
- c) Establish realistic goals and optimal timeframes for each stage of the campaign;
- d) Generate a full report of findings, along with an executive summary, to include the following:
  - Summary of methodology.
  - Key takeaways from interviews.
  - Case messaging evaluation.
  - Recommended fundraising dollar goal and what components are included in that goal.
  - Recommended time frame and structure for the campaign.
  - Evaluation and recommendations for campaign leadership.
  - Recommended campaign budget.

- Prospect strategy summary – recommended future donor engagement strategy based upon insights gained from interview participants;

e) Present findings and recommendations to Foundation and College leadership.

### **3) WORKING CONDITIONS**

The Campaign Counsel shall be retained for the work described above under the following conditions:

The Campaign Counsel will work primarily with the Foundation Executive Director and Foundation Board of Trustees, but may also work with other Foundation staff members, as assigned by the Foundation Executive Director.

In no case shall the Campaign Counsel directly or indirectly supervise College or Foundation employees.

The Foundation reserves the right to engage additional vendors for related services in the future, and any contract resulting from this RFP does not limit the ability of the Foundation to do so.

**END OF PART II**

## PART III: PROPOSAL CONTENT

### 1) PROPOSAL ANALYSIS PROCESS

Proposals shall be analyzed on the following basis:

- a) Proposals will be read by the members of the review committee. Proposals will be divided into two groups, those which are considered responsive and responsible, and those which are not. Of those considered responsive and responsible, proposals will be ranked in terms of the evaluation factors shown in **Appendix A**;
- b) Proposed fees will then be considered and a subjective judgment will be made as to the final ranking of Proposers. Finalists may be invited for an interview, at the discretion of the committee, prior to a Proposer being selected.

**Note:** "Responsive" means that the proposal has complied with all the requirements of this invitation.

"Responsible" means that the Proposer has been truthful, that pertinent negative information has not been withheld, that the proposal is not a sham, that the named staff are qualified as specified, and that the Proposer, in the judgment of the Foundation, is capable of performing the work.

### 2) BASIC FACTORS FOR CONSIDERATION

During the technical evaluation of all qualifying proposals the primary factors which will be considered within the category of "responsibleness" include (but are not limited to):

- a) *A clear understanding of the work to be performed*, demonstrated by the comprehensiveness and appropriateness of the proposal;
- b) *The Proposer's ability to undertake a contract of the size indicated*, demonstrated by the experience and success of the proposer;
- c) *Specific technical experience* of the individual and *specific prior experience* with similar campaigns;
- d) *Qualifications of staff*, demonstrated through resumes and materials to be provided as specified within this RFP.

### 3) SPECIFIC PROPOSAL REQUIREMENTS

Proposers must include:

- a) **A Cover Letter** as part of their proposal. The Cover Letter shall be a maximum of 2 pages and shall address the Proposer's understanding of the objective of the services to be provided. The Cover Letter shall also list the names of persons authorized to represent the Proposer, their titles, address and telephone numbers. The Cover Letter will be rated on its content and clarity. This letter and other submittals will be viewed as an indication of the Proposer's ability to write clearly and concisely, with organized thoughts and concepts and to present timely, tightly structured reports.
- b) **Summary of Proposer's Qualifications.** The summary shall state:
  - 1) The Proposer's qualifications to perform the scope of work described herein;
  - 2) Any history of/success in conducting similar work. The proposer should include specific descriptions of relevant prior work, including what year(s) that work was conducted, the ultimate success of those campaigns, and a description of the types of organizations for which the work was conducted.
  - 3) Any experience working with higher education clients, and any experience working with community college clients. Please be as specific as possible.
- c) **Anticipated timeline** for conducting the work.
- d) **The general manner in which work, including stakeholder interviews and engagement, will be conducted.** The proposer should include descriptions of recommended interview modalities, such as:
  - 1) In-person focus groups
  - 2) In-person individual meetings
  - 3) Virtual meetings or focus groups as needed
  - 4) Phone conversations
  - 5) Electronic surveys
  - 6) Written Communication
  - 7) Other recommended modalities
- e) **The anticipated or recommended inclusion of stakeholder groups** such as:
  - 1) Current donors
  - 2) Alumni
  - 3) Business and Industry partners
  - 4) Faculty and Staff
  - 5) Community Leaders
  - 6) Other recommended stakeholders
- f) **Brief resumes or biographical information** of the key employees who will be providing services.
- g) **At least two references** which are relevant to the services described in this RFP, and which may be contacted by the Foundation.

**4) FEE PROPOSAL**

Provide a total “not to exceed” fee for the project as a whole, and hourly rates for the Campaign Counsel and staff members expected to perform work on the project. The proposal shall also include a statement of **all the types of associated costs** which the Foundation is expected to pay for in addition to the hourly fees (such costs may include travel costs, interim lodgings, fax and copy costs, etc.). Proposals which do not include a fee proposal will not be considered.

***END OF PART III***



## **PART IV: INSTRUCTIONS TO PROPOSERS**

### **1) PROPOSER'S REPRESENTATION**

Proposers, by the act of submitting a proposal, represent that:

- a) They have read and understand these Solicitation Documents and their Proposal is made in accordance with them;
- b) They have familiarized themselves with the conditions governing the Proposal;
- c) Their Proposal is based upon the requirements described in these RFP Documents without exception (unless exceptions are clearly stated in the response);
- d) Each Proposer and each person signing on behalf of any Proposer certifies, and in the case of a sole proprietorship, partnership or corporation, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of their knowledge and belief, no member of the Board of Education or Lane Community College Foundation Trustees, or other officer, employee, or person, whose salary is payable in whole or in part by Lane Community College, has a direct or indirect financial interest in this Proposal, or in the services to which this Proposal relates, or in any of the profits, real or potential, thereof.

### **2) INTERPRETATION OR CORRECTION OF PROPOSAL DOCUMENTS**

- a) Proposers shall promptly notify the Foundation of any ambiguity, inconsistency or error which they may discover upon examination of the RFP Documents.
- b) Proposers requiring clarification or interpretation of these RFP Documents shall make a request for same to the Foundation's Executive Director either in writing to the submittal address on the cover sheet of this solicitation or by telephone at (541) 463-5804.
- c) The Foundation will attempt to provide verbal clarifications where appropriate; however, any interpretation, correction or change of the RFP Documents will be made by written, published Addendum. Interpretations, corrections or changes of the RFP Documents made in any other manner will not be binding, and Proposers shall not rely upon such interpretations, corrections, and changes.

### **3) ADDENDA**

- a) Addenda will be mailed or delivered to all who are known by the Foundation to have received a complete set of RFP Documents.
- b) No addenda will be issued later than four days prior to the date set for receipt of Proposals except an Addendum, if necessary, postponing the date for receipt of Proposals or withdrawing the Request For Proposals entirely.

- c) Each Proposer shall ascertain, prior to submitting a Proposal, that the Proposer has received all Addenda issued, and receipt of each Addendum shall be acknowledged in the appropriate location on the Proposal Form.

#### **4) FORM AND STYLE OF PROPOSALS**

- a) Proposers may submit proposals using any written or electronic format they wish, as long as the scope of work is addressed and a specific fee proposal is submitted.
- b) Where so indicated, sums shall be expressed in both words and figures, and in case of discrepancy between the two, written amount shall govern;
- c) Any interlineation, alteration, or erasure shall be initialed by the signer of the Proposal;
- d) Proposer shall make no additional stipulations on the Proposal Form nor qualify their Proposal in any other manner;
- e) Each copy of the Proposal shall include the legal name of the Proposer and shall indicate whether the Proposer is a Sole Proprietor, a Partnership, a Corporation, or any other legal entity, and each copy shall be signed by the person or persons legally authorized to bind the Proposer to a Contract. A Proposal submitted by an Agent shall have a current Power of Attorney attached certifying the Agent's authority to bind the Proposer;
- f) Acknowledgement of any Addenda received.

#### **5) MODIFICATION OR WITHDRAWAL OF PROPOSALS**

- a) A Proposal may not be modified by the Proposer for 60 (sixty) calendar days following the time and date designated for the receipt of Proposals.
- b) Proposals may be withdrawn only by written notice to the Foundation's Executive Director at the proposal submittal location. Such notice may be via email to the Foundation Executive Director.
- c) Withdrawn Proposals may be resubmitted up to the time designated for the receipt of Proposals, provided that they are then fully in conformance with these Instructions to Proposers.

#### **6) REJECTION OF PROPOSALS**

- a) The Foundation retains the right to reject any or all Proposals and in particular to reject a Proposal not accompanied by any data or information required by the Proposal Documents or a Proposal which is in any way incomplete or irregular.

- b) The Foundation may reject any or all proposals if it is in the Foundation's interest to do so.

## **7) EVALUATION AND ACCEPTANCE OF PROPOSALS**

- a) The Proposal deemed most advantageous to the Foundation will be recommended to the Foundation's Board of Trustees for award of the contract. In all instances, the Foundation shall be the sole judge of the characteristics of each proposal. Proposers' attention is directed to Appendix A: Typical Analysis & Scoring Sheet of this RFP.
- b) It is the intent of the Foundation to award a Contract to the Proposer submitting the lowest-cost responsive, responsible Proposal, as determined in the sole judgment of the Foundation after evaluation.

## **8) COMPETITION**

Respondents are encouraged to comment, either with their proposals or at any other time, in writing or verbally, on any specification or requirement within this RFP which the respondent believes will inordinately limit competition.

## **9) COMPLAINTS AND INEQUITIES**

Any complaints or perceived inequities related to this RFP or award of work referenced herein shall be in writing and directed to the Executive Director of the Foundation at the proposal submittal address on the cover page of this RFP and shall be received not later than seven (7) calendar days following the RFP issue date. Such submittals will be reviewed upon receipt and will be answered, albeit on a preliminary basis, within five (5) calendar days of receipt by the Foundation.

## **10) COST OF RFP AND ASSOCIATED RESPONSES**

This RFP does not commit the Foundation to paying any costs incurred by any Proposer in the submission or presentation of a proposal, or in making the necessary studies for the preparation thereof.

## **11) PREVAILING OPINION**

Should any doubt or difference of opinion arise between the Foundation and a Proposer as to the items to be furnished hereunder or the interpretation of the provisions of this RFP, the decision of the Foundation shall be final and binding upon all parties.

## **12) QUANTITY OF PROPOSALS**

If submitted via US Mail, each proposing firm shall submit one original and six identical copies of the required elements of this proposal. Proposals shall be identified on the cover sheet or front page as "Original" or "Copy" as applicable. Only one copy of any

supplemental work portfolio or supplemental work product sample is required. If submitted electronically, only one copy of each submitted document is required.

**13) COMPENSATION**

Subsequent to ranking the proposals, and prior to award of a contract, the Foundation and the top ranked proposer shall negotiate a contract specifying discrete work segments including associated maximum fees for each segment. The maximum value of all payments shall not exceed the amount specified by the Proposer in the proposal. Failure of the Foundation and proposer to come to terms on this matter shall be grounds for the Foundation's rejection of the proposer and selection of a new proposal.

**14) TIMING**

The following schedule meets the Foundation's desire to have a firm selected by April, 2023.

Issue RFP	1/10/2023
Close RFP (responses due)	2/28/2023
Potential interviews	March 2023
Notification of Award	Mid-April 2023

**15) POINT OF CONTACT**

Address all requests for clarification or additional information on this solicitation to:

Wendy Jett  
Foundation Executive Director  
4000 East 30th Avenue  
Building 19, Room 270  
Lane Community College Foundation  
Eugene OR 97405  
(541) 463-5804

**END OF PART IV**

**APPENDIX A: TYPICAL ANALYSIS & SCORING SHEET**

**SCORING CRITERIA SHOWN BELOW  
(each criterion holds equal weight)**

**Understanding:** Demonstrated ability to understand and work with the various constituencies served by the Foundation and the College (donors, corporate partners, volunteers, etc.);

**Writing ability:** Demonstrated strong and relevant writing ability as evidenced through the Cover Letter and any provided supplementary materials;

**History:** Demonstrated success in completing projects consistent with the scope of work;

**Productivity:** Ability to perform all the work in a timely manner;

**Services included:** Type and number of services included in the proposal that are relevant to the scope of work;

**Responsiveness:** General responsiveness to all the requirements of the invitation;

**Fee Proposal:** Reasonableness of fees and associated expenses for the work.

TOTAL POINTS ----->

SCORING VALUES: EXCELLENT = 5; VERY GOOD = 4; AVERAGE = 3; BELOW AVERAGE = 2; UNACCEPTABLE = 1.

Each response will be scored for each category. Points awarded equals Score given multiplied by the weighting factor for that category.

***APPENDIX B: CAMPAIGN VISION DOCUMENT (AS OF WINTER 2022-23)***  
***(SEE FOLLOWING PAGES)***



# **VISIONING TOWARDS A CAPITAL CAMPAIGN**



# MISSION

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Lane is the Community's college. We provide quality, comprehensive, accessible, **inclusive**, learning-centered educational opportunities that promote **equitable** student success.





# WHAT WE HAVE LEARNED FROM CAPITAL CAMPAIGNS



## Lessons Learned

- Telling a compelling story with a strong thematic focus works.
- Strong community partnerships lead to success.
- The President's relationship with leadership donors cultivates further support.
- A strong plan optimizes results.

# VISIONING



**Establishing LCC as a Workforce Hub in Lane County**



**Expanding Institutional Capacity and Partnerships that increase student success and retention**



**Catalyzing Innovation**







## **ESTABLISHING LCC AS A WORKFORCE HUB**

LCC is transforming in its ability to be a regional hub for workforce development with the infrastructure to deliver a robust alumni network and world-class training facilities for trade professions, healthcare, and new technologies.

This initiative is timely given that employers are hungry for skilled workers while the workforce is rebuilding after the pandemic.

Education and training are needed throughout a lifetime.



## **EXPANDING INSTITUTIONAL CAPACITY AND PARTNERSHIPS THAT INCREASE STUDENT SUCCESS AND RETENTION**

- ▶ **Software to transform learning systems and services around attraction, retention and achievement.**
- ▶ **Physical infrastructure for non-credit and community education in partnership to develop local talent and reduce economic inequality.**





# CATALYZING INNOVATION

**Seeding the ability for the institution to experiment and scale innovations by creating a virtual and physical laboratory and maker spaces.**

Strengthening cross-campus engagement and collaboration between LCC and the community by addressing community needs including research, partnerships, and expanding data and research capacity of the institution.

# POTENTIAL GOALS



## **Long Term Impact**

Ensuring that LCC is able to use the funds over a 5-year period.



## **Stakeholder Engagement**

Garnering input from the campus community on the funding priorities.



## **Lane County Support**

Engaging the broader Lane County community to generate support and investment.



**THANK YOU.**