



Request for Information

RFI 651-15I Media Monitoring Service

Due:

May 5, 2015 at 2:00 P.M.

Buyer:

Linda Ouellette, C.P.M.
Procurement Specialist
CMC Purchasing Department
802 Grand Avenue
Glenwood Springs, CO 81601
louellette@coloradomtn.edu

REQUEST FOR INFORMATION #651-15I

Section I: Introduction

Colorado Mountain Junior College District (“CMC”) is a statutory junior college district established in 1967, and includes three residential campuses, eight commuter campuses, a Distance Learning program and administrative offices. The District covers all or part of thirteen counties in Colorado, encompassing 12,000 square miles. Please visit our website at www.coloradomtn.edu for more information about our college.

Scope of Project-

What we are looking for:

CMC is looking for information from qualified firms about how you can help our public information office reduce the current, labor-intensive task of collecting and analyzing news mentions in various media. We do that regularly to gauge effectiveness of the communications and outreach we generate. The scope of this service is expected to include, at a minimum the following:

Daily monitoring of local, regional and national media, including:

- Media content, to include stories, briefs and mentions of the college, its faculty, students and staff, and its activities. This content needs to be available as links that lead to full stories that can be printed.
- Radio and television coverage of the college in both audio/visual and transcript form.
- Online content – websites, weblogs and social media, etc.
- The ability to customize the college’s media list to adapt to emerging and declining media.

Reports:

- Daily, weekly and monthly reports of all of the above that CMC’s public information office staff is able to access at all times.
- Information downloadable into Excel and other MS Office software.
- Information that can be integrated into MS SharePoint.

Dashboard:

- Weekly reports graphically represented.
- Reports to include the tone of the media mentions.
- Available on the web to multiple authorized parties (administration and campus staffs).

Current issues in CMC’s district and 12,000-square-mile service area:

- A number of small-circulation newspapers are print only, and do not have a web presence. Others may post a few of their stories online but not all. Standard web browsers do not catch these media hits.
- Some of the radio, TV and cable TV stations do not post all their news items on their websites, which makes monitoring them difficult.

Content in your Response to this RFI-

CMC may ultimately decide to issue an RFP for this service, to hire a firm based on information received in this RFI or decide not to award any contract at all. At this point we are seeking information to better understand the options that exist and their value to our college. Proposers are encouraged to include additional information that will substantiate their service capabilities, product quality, and commitment to support your product or service.

CMC recognizes you as the expert in this industry and we appreciate ideas that may improve the design or implementation of a solution. Please submit your response to the scope described above and include information or ideas you may have that CMC should consider to improve our results.

Section II: Timeline

REQUISITION STEP	DATE	TIME
Issue date	4/23/2015	4:00 p.m.
Request for Information (RFI) Due	5/1/2015	2:00 p.m.

Section III: Instructions to Respond

- a. Please email your response to Linda Ouellette, at louellette@coloradomtn.edu.
- b. All submittal should include the following if it is readily available.
 - 1) Name, title and contact information of the person submitting your response
 - 2) Legal company name, address, phone and email
 - 3) RFI number
 - 4) Number of years in business and brief description of your company
 - 5) Sample output and reporting, if possible
 - 6) List of clients with circumstances similar to ours, if available
 - 7) Description of your product/service or other ideas, along with links to demonstrations, examples, descriptions, etc.
 - 8) Anything else you think that CMC should consider in making our decision on the best way to monitor our media.
- c. All information related to this RFI will be posted in the "Bids, RFP's..." section of the Purchasing Office's website at www.coloradomtn.edu/purchasing. Please click on "Bids, RFP's..." and find this solicitation. This website link will hold the most current and accurate documentation available for this project, including any changes to the timeline, addenda issued or other important information. Always look to this link for answers to your questions. This website also contains a section for vendors with helpful information on how to do business with the College.
- d. Please do not contact any member of CMC's staff or faculty about this RFI other than the Buyer listed in this document.

Section IV: Terms & Conditions

- a. **PROPRIETARY INFORMATION.** It is understood that the College is a public institution and, as such, is subject to the Colorado Open Records Act, CRS §§ 24-72-101 et. seq. (“CORA”). Except as otherwise agreed prior to the award or finalization of any vendor transaction, College shall provide upon request by any third party all information pertaining to such transaction which must be disclosed pursuant to CORA, and College’s obligations under CORA supersede its obligations under any agreement, contract, purchase order or negotiated transaction. If you are submitting any information that you consider proprietary or confidential, please do not post it to Rocky Mountain e-Purchasing. Send it via email to the Linda Ouellette at louellette@coloradomtn.edu. Include the RFP number and “Proprietary Information” in the subject line of the email.
- b. **DISCUSSIONS/NEGOTIATIONS.** CMC reserves the right to contact any proposer for clarification of information submitted
- c. **NOT A CONTRACT.** By signature hereon, proposer acknowledges and agrees that (1) this RFI is a solicitation for information and is not a contract or an offer to contract and (2) the submission of a response will not create a contract between CMC and the submitting party.
- d. **CORA.** It is understood that the College is a public institution and, as such, is subject to the Colorado Open Records Act, CRS §§ 24-72-101 et. seq. (“CORA”). Except as otherwise agreed prior to the award or finalization of any vendor transaction, College shall provide upon request by any third party all information pertaining to such transaction which must be disclosed pursuant to CORA, and College’s obligations under CORA supersede its obligations under any agreement, contract, purchase order or negotiated transaction.