



ADMINISTRATIVE SERVICES
PURCHASING DEPARTMENT

Request for Proposal # 1024

FOR

Digital Advertising Agency Services for Higher Education

DATE DUE: Friday June 28, 2024 on or before 2:00 P.M. EDT

SUBMIT TO:

Janet Corrinne Harvey
Interim Director of Purchasing
Westmoreland County Community College
145 Pavilion Lane
Youngwood, PA 15697
corrinnej@westmoreland.edu

Contact Information:

724-925-4091
corrinnej@westmoreland.edu

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1.1 GENERAL COLLEGE INFORMATION

Since its founding in 1970, Westmoreland County Community College has provided affordable, high-quality, postsecondary education to thousands of southwestern Pennsylvania residents.

Westmoreland is a comprehensive community college serving approximately 5,554 students each fall and spring semester at seven locations and online. The college encompasses the main campus and six education centers in Westmoreland, Fayette, and Indiana counties, strategically located to serve every area of the region.

The main campus is located in rural Youngwood, PA, a short distance from the New Stanton Interchange of the Pennsylvania Turnpike off of US Route 119. The 80-acre campus comprises four buildings: Student Achievement Center, Commissioners Hall, Science Innovation Center and the Business and Industry Center all of which contain general classrooms, smart classrooms and laboratories with modern equipment that provide opportunities for students to gain hands-on experiences in a variety of career fields. Founders Hall also contains the college bookstore, library, student activities center, gymnasium and fitness center, and more. In addition, there are athletic fields for baseball, softball, soccer and other sporting activities.

Westmoreland's state-of-the-art Advanced Technology Center offers education and training for students and incumbent workers in advanced manufacturing. Occupying 73,500-square-feet-of-space at RIDC-Westmoreland in Mount Pleasant, the center features numerous specialized labs to enhance learning including computer-aided drafting and design, computer numerical control, electronics, energy, metallurgy and welding/virtual welding.

Complementing the credit programming are a full array of student services, including financial aid, tutoring, and career placement, and student life activities such as intercollegiate athletics, intramurals and clubs.

The college also offers a variety of continuing education courses in workforce training, professional development, health care, computer training, personal enrichment, homeland security and public safety.

Westmoreland works with government, business and community leaders to continually develop and offer innovative and educational programs to improve the lives of the constituents it serves.

A full description of the Westmoreland College experience can be found at www.westmoreland.edu.

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1.2 SCOPE OF WORK

Westmoreland County Community College is seeking proposals from experienced digital advertising agencies to assist in generating awareness of the college, promoting the institution to prospective students, methods used to identify prospective students and influencing retention rates. This will include developing a detailed plan for placement and messaging, in coordination with the Westmoreland Marketing and Communications staff. The campaign should include clarified goals and outcomes, timelines, specifications for placement and recommended evaluation methods.

The digital agency must have a proven track record of five or more consecutive years of success, working with community colleges. The selected agency will be responsible for developing and executing a digital advertising strategy in collaboration with Westmoreland's Marketing and Communications Department. This will include researching and recommending digital channels that will effectively increase prospects, drive enrollment, increase brand awareness, creating branded display campaigns and reviewing landing pages. The proposed digital advertising plan shall not exceed \$100,000 for the remainder of fiscal year 2024 - 2025 (ending June 30, 2025). The goal of the campaign is to increase new student applications and enrollment by 10% and retention by 8%.

Digital Media Planning & Strategy

- Develop and implement a comprehensive digital advertising strategy that has targets that include but are not limited to:
 - Traditional students
 - Non-Traditional students
 - Workforce development/upskilling
 - Program specific
 - Apprenticeships
 - Life-Long Learning - 50+
 - Early College
- Recommend media budget allocation by digital advertising channel; analyze to determine ideal budgets and flighting throughout each enrollment period. Fall enrollment opens mid-March, and Spring and Summer enrollment opens mid-October.

Digital Media Buying & Management

- Management that includes frequent (daily/weekly) optimization and implementation of best practices for all digital campaigns, analytics, and reports to keep metrics year-to-date on digital trends.
- Demonstrate expertise and product knowledge for each of the channels as part of the overall digital advertising recommendation
- Manage the placement of digital ads including but not limited to the following channels:
 - Google Display
 - Facebook/Instagram
 - SnapChat
 - OTT
 - YouTube
 - Video streaming social media
 - Search Engine Marketing "PPC"
 - Spotify
 - CTV/Streaming Advertising

Analytics, Reporting & Optimizations

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- Provide a real-time reporting dashboard and communicate results with Westmoreland through monthly reporting calls
- Setup of pixels for retargeting and conversion tracking through a Google Tag Manager
- Monitor and analyze campaign performance and provide regular reporting
- Provide comparisons on a national level with other community colleges.
- Provide comparisons on a national level with similar community colleges.
- Monitor and analyze Google Analytics
- Provide recommendations for optimizations to ensure continuous improvement for ongoing campaign performance

Creative Asset Development

- Assist in the development of ad copy across all channels to appeal to Westmoreland's target audience
- Responsible for placement of all ad designs 8 (eight) for Google Display advertising. Ad development to be completed by the college design team.
- Responsible for creating all SEM ad copy, ad groups, and keywords to ensure the highest quality traffic, ad rank, and quality score.
- Responsible for placement of all 8 (eight) ad designs and creative concepts for Facebook/Instagram advertising. Ad development to be completed by the college design team.
- Responsible for coordinating with campus film production to create and produce a minimum of 4 (four) :15 and :30 video ads for OTT (production to be done by college contracted services).
- Responsible for coordinating with campus film production to create and produce a minimum of 4 (four) :15 and :30 Spotify audio ads
- Coordinate with Westmoreland to identify landing pages that are needed to support campaigns. Agency to provide best practices/experience.
- Secure approval from the College on all final placements and charges before proceeding.

Proposal Content

Bidders shall ensure that all information requested below is submitted as a part of the proposal and are encouraged to submit additional information that would further describe their capabilities. Responses should be presented in this order and clearly marked with the section number to which they are responding. Bidders should describe and provide strategies and proposed pricing for each service requested.

1. Provide the name, address, title and phone number of the primary person responsible for this Request for Proposal (RFP)
2. A statement of qualifications including number of years of experience with developing digital marketing plans for community colleges, company's structure, statement of company business, purpose and core strengths
3. Work samples relevant to higher education and specifically community colleges and/or to Westmoreland's objectives
4. A list of similar projects conducted in the last three years for colleges, universities or other companies of similar size and resources as Westmoreland County Community College. Provide years of experience working with client, email and phone contact for client
5. A profile of key personnel to be involved in the project
6. If your proposal requires integration with a third-party partner to meet the requirements in this RFP, we ask that you specify this.
7. Provide at least two case studies showing experience you have had within the past two years with community colleges (post-covid) and conversion rates from tactic leads to applied and/or enrolled students.
8. An indication of the types of information and data you would require from Westmoreland to execute the campaign

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9. A short brief of not more than three pages providing any initial thoughts on the campaign, what unique qualifications your agency brings to this RFP, how your agency might proceed if awarded the opportunity, an estimated schedule and estimated budget (creative development, media, agency fees, other) for the campaign.
10. List any and all fees outside of direct media buys for all services listed in the proposal, such as:
 - a. Campaign Discovery Fee (if applicable)
 - b. Flat rate Campaign Management Fee and/or Agency Fee on Media Spend
 - c. Analytics/Dashboard Fee (if applicable)
 - d. Ala carte or hourly pricing is not preferred. This RFP represents the current needs of the College. However, the requested services may change throughout the duration of the scope of work.

Description of Requirements

Bid prices shall be inclusive of all costs related to the development, implementation and placement of the necessary materials. Westmoreland County Community College will retain all rights to materials developed.

It is the intent of the College to award this contract for the remainder of the fiscal year 2024-2025 (ending June 30, 2025). With mutual written agreement of the parties, this Contract may be renewed for two (2) additional one-year periods.

Non-exclusive Arrangement

The contractor agrees and understands that the contract shall not be construed as an exclusive arrangement and further agrees that Westmoreland may, at any time, secure similar or identical services from other vendors at its sole option.

Submission Process Note

It may be deemed necessary to eliminate one or more of the projects, so bids should include a quote for all services and an itemized quote for each proposed service.

1.3 CARES ACT GRANT DISCLOSURE

When issuing statements, press releases, requests for proposals, bid solicitations and other documents describing projects or programs funded in whole or in part with Federal money, U.S. Department of Education grantees shall clearly state: 1) the percentage of the total costs of the program or project which will be financed with Federal money; 2) the dollar amount of Federal funds for the project or program; and 3) the percentage and dollar amount of the total costs of the project or program that will be financed by non-governmental sources.

Recipients must comply with these conditions under Division B, Title V, Section 505 of Public Law 115-245, Consolidated Appropriations Act, 2019.

1.4 PROPOSAL DUE DATE

The due date of this RFP is Friday, June 28, 2024 on or before 2:00 p.m., EDT. **Responses must be clearly marked with the RFP number and RFP title listed in this document and your company name in the lower left corner of the outer envelope or box. Submissions must also be emailed to corrinnej@westmoreland.edu on or before the due date. The time of submission will be based on when the email is received. The paper copy must be mailed and cannot be dropped off on campus.** The purchasing department will distribute the copies to proper personnel.

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The college will not consider or examine late responses. Amended responses will not be considered unless they are received in the Purchasing Department on or before the above date and time. The official copy must contain the complete response and related materials. A duly constituted corporate official legally capable of binding the contractor must sign responses.

The college reserves the right to reject any or all proposals or any part thereof.

1.5 CALENDAR

Date	Event
Wednesday, June 5, 2024	RFP Issued
Monday, June 10, 2024 by 2:00 P.M. EDT	Questions due to Janet Corrinne-Harvey at corrinnej@westmoreland.edu . Questions are ONLY accepted via email.
Tuesday, June 11, 2024 prior 4:00 P.M. EDT	Acknowledgement / Intent to Propose
Friday, June 14, 2024	Addendum emailed (if applicable)
Friday, June 28, 2024 on or before 2:00 P.M. EDT	Proposals must be submitted to the Purchasing Department corrinnej@westmoreland.edu
TBD	Recommendation to the Board

1.6 ISSUING OFFICE

This request for proposal is issued for the Westmoreland County Community College by the Purchasing Department. The issuing office is the sole point of contact for the college for this RFP. Please refer all inquiries in writing to:

Janet Corrinne-Harvey
Interim Director of Purchasing
Westmoreland County Community College
145 Pavilion Lane
Youngwood, PA 15697
Phone: 724-925-4091
corrinnej@westmoreland.edu

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1.7 INSTRUCTIONS TO VENDORS

Advice: The department responsible for this RFP is the Purchasing Department located at 145 Pavilion Lane Youngwood, PA 15697. The WCCC point of contact is Janet Corrinne-Harvey, Interim Director of Purchasing: corrinnej@westmoreland.edu.

Examination of the Document: Bidders are responsible for examining the solicitation documents and any addenda issued to become informed to all conditions that might in any way affect cost or performance of any work performed. Should the bidder find discrepancies in or omissions from the solicitation documents or should their intent or meaning appear unclear, promptly report such to the College, per below. Failure to do so will be at the sole risk of the bidder.

Question Submittal Process: Questions can be sent to Janet Corrinne-Harvey, electronically at corrinnej@westmoreland.edu on or before Monday, June 10 at 2:00 P.M. EDT. All questions and answers will be published and provided to all potential vendors, by means of an Addendum to the RFP, on or before Friday, June 14, 2024 by 2:00 p.m. All vendors who wish to receive the addendum must complete an Intent to Propose form by Tuesday, June 11, 2024 prior to 4:00 p.m. via email to corrinnej@westmoreland.edu.

Submission: The submission of a response shall be *prima facie* evidence that the vendor has full knowledge of the scope, nature, quality of work to be performed, the detailed requirements of the project, and the conditions under which the work is to be performed.

All proposals **MUST** include the Certification of Bidder form. The proposal **MUST** be submitted by the date and time of opening and **MUST** include one (1) original, one (1) copy, and one (1) electronic (email) copy of the RFP must be provided. The email copy must be emailed by the deadline to Janet Corrinne-Harvey at corrinnej@westmoreland.edu.

RFP's must be addressed to: Westmoreland County Community College, Attn: Janet Corrinne-Harvey, Interim Director of Purchasing, 145 Pavilion Lane Youngwood, PA 15697. Proposals must be submitted in a **Sealed Envelope** with RFP #1024 Digital Advertising Agency Services for Higher Education only and your company name in the lower left corner of the outer envelope.

RFP's not submitted in the format as instructed by this RFP may not be accepted. Addendums to your proposal, once filed, may be submitted in a sealed envelope only, and properly identified, prior to the opening hour.

Receipt of RFP / Late RFP: Sealed RFP's shall be received and remain unopened until the time indicated in this RFP. It is the sole responsibility of the vendors to ensure timely delivery of the RFP. WCCC will not be responsible for failure of service on the part of the U.S. Postal Service, courier companies, or any other form of delivery service chosen by the vendor.

RFP's received after the date and time specified shall be considered LATE, and shall not be considered for award, and will be returned to the Bidders, unopened.

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Accuracy of Proposals / Withdrawal of Proposals prior to RFP Opening: Proposals will represent a true and correct statement and shall contain no cause for claim of omission or error. Proposals may be withdrawn in writing or by facsimile (provided that the facsimile is signed and dated by vendor's authorized representative) at any time prior to the opening hour. However, no proposal may be withdrawn for a period of sixty (60) days subsequent to the opening of the RFP without the prior written approval of the Director of Purchasing or Westmoreland County Community College.

Addenda: The only method by which any requirement of this solicitation may be modified is by written addendum.

If an addendum to the proposal is document required, WCCC will mail the addendum within a reasonable time prior to the due date. WCCC is not responsible if a vendor does not receive the proposal revision in time to include the information with the proposal submission. Proposals may not be considered if they do not include acknowledgement of a formal addendum. Addendums will be mailed to all vendors of record and such addendum shall be acknowledged by signing and including in your proposal submission.

Cancellation of the RFP: If the College determines that it is in the College's best interest, the College reserves the right to do any of the following:

- Cancel the RFP in its entirety
- Modify the RFP, in writing, as needed
- Reject any and / or all proposals received for this RFP

Taxes: WCCC is exempt from all federal excise, state and local taxes unless otherwise stated in this document. In the event taxes are imposed on the services purchased, WCCC will not be responsible for payment of the taxes. The vendor shall absorb the taxes entirely. Upon request, WCCC's Tax Exemption Certificate will be furnished.

Insurance: The vendor performing services for WCCC shall:

1. Maintain worker's compensation insurance as required by Pennsylvania statutes, for all employees engaged in the work.
2. Maintain commercial liability, bodily injury and property damage insurance against any claim(s), which might occur in carrying out the services, referenced in this RFP. Minimum coverage will be TWO MILLION DOLLARS (\$2,000,000) liability for bodily injury and property damage including product liability and completed operations.
3. Provide motor vehicle insurance for all owned, non-owned and hired vehicles that are used in carrying out the services described in this RFP. Minimum coverage shall be TWO MILLION DOLLARS (\$2,000,000) per occurrence combined single limit for automobile liability and property damage.

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1.8 FORMAT FOR RESPONSE

Proposals must be organized in the order presented in this RFP, and include a Quotation which is based on the specifications provided by Westmoreland County Community College. Proposals not organized in the prescribed manner will be eliminated from consideration. The Vendor must respond, in order, to all of the items listed in the RFP, use the numbering system of this RFP, and be complete and comprehensive in a concise manner.

The Vendor must provide written, point-by-point narrative responses to each Proposal requirement; simply stating "agreed" or "complies" is not acceptable. Supplemental technical information, product literature and other supporting materials that further explain or demonstrate the proposed system capabilities may also be included within the proposal response.

All Vendors who provide a proposal in response to this RFP are responsible for all costs associated with preparing that proposal, answering all questions, providing the Westmoreland County Community College with requested information, and making a Vendor presentation to the Westmoreland County Community College. The Westmoreland County Community College is under no obligation to incur or reimburse any Vendor for any proposal costs.

A. Title Page

Show the RFP subject, the name of the vendor's firm, address, telephone number, name of contact person, and date.

B. Table of Content

a. Clearly identify the materials by sections and page number(s).

C. Letter of Transmittal

Limit to one or two pages.

- a. Give the names of the persons who will be authorized to make representations for the vendor, their titles, addresses, and telephone numbers.
- b. Indicate any third-party firms involved with your program and state their role(s).

D. Invoicing Procedure

- a. Describe the firm's invoicing procedures.
- b. Include documentation identifying all of the vendor's fees.

1 GENERAL TERMS AND CONDITIONS

2.1 Terms and Conditions

Applicability: These general terms and conditions will be observed in preparing the proposal to be submitted.

Purchase: After execution of the contract, purchases will be put into effect by means of purchase orders or suitable contract documents executed by the Director of Purchasing.

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Right to Cancel: WCCC may cancel contracts resulting from this RFP at any time for a breach of any contractual obligation by providing the contractor with thirty (30) calendar day's written notice of such cancellation. Should WCCC exercise its right to cancel, such cancellation shall become effective on the date as specified in the notice to cancel.

Governing Law and Venue: This contract shall be construed in and governed under and by the laws of the State of Pennsylvania. Any actions or remedies pursued by either party shall be pursued in the State and Federal Courts of Westmoreland County, Pennsylvania.

Dispute Resolution: WCCC and the contractor shall attempt to resolve any controversy or claim arising from any contractual matter by mediation. The parties will agree on a mediator and shall share in the mediation costs equally.

Costs: All costs directly or indirectly related to preparation of a response or oral presentation, if any, required to supplement and/or clarify a proposal shall be the sole responsibility of and shall be borne by the vendor.

Proprietary Information: Vendor should be aware that the contents of all submitted proposals are subject to public review and will be subject to the Pennsylvania Freedom of Information Act. All information submitted with your proposal will be considered public information unless the vendor identifies all proprietary information in the proposal by clearly marking on the top of each page so considered, "Proprietary Information." While WCCC will endeavor to maintain all submitted information deemed proprietary within WCCC, WCCC will not be liable for the release of such information.

Negotiation: WCCC reserves the right to negotiate all elements, which comprise the vendor's proposal to ensure the best possible consideration, be afforded to all concerned. WCCC further reserves the right to waive any and all minor irregularities in the proposal, waive any defect, and/or reject any and all proposals, and to seek new proposals when such an action would be deemed in the best interest of WCCC.

Award: The successful vendor(s), as determined by WCCC, shall be required to execute a contract for the furnishing of all services and other deliverables required for successful completion of the proposed project. The vendor may not assign, sell, or otherwise transfer its interest in the contract award or any part thereof without written permission from WCCC.

Retention of Documentation: All proposal materials and supporting documentation that is submitted in response to this proposal becomes the permanent property of WCCC.

Opening of Proposals: Proposals will be opened in a manner that avoids disclosure of the contents to competing vendors. Contents for proposals will remain confidential during the negotiations period. Only the proposal number and the identity of the vendor submitting the proposal response will be made available to the public.

College Environment: The contractor shall be responsible for maintaining an environment in compliance with all rules, regulation, and codes covering an occupied school facility.

Tobacco Restricted: The College is a tobacco restricted campus. All individuals including students, faculty/staff, suppliers, contractors/subcontractors and visitors are prohibited from smoking in college buildings and premises. All individuals are expected to acknowledge the tobacco restricted policy and provide full compliance. Smoking will not be permitted in vehicles during traveling or standing time.

Indemnification: The vendor shall protect, indemnify and hold WCCC harmless against any liability claims and costs of whatsoever kind and nature for injury to or death of any person or persons and for loss or damage to

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any property occurring in connection with or in any incident to or arising out of occupancy, use, service, operations or performance of work in connection with the contract, resulting in whole or in part from the negligent acts or omissions of the vendor.

Disclosure: Vendor shall note any and all relationships that might be a conflict of interest and include such information with the bid.

Invoicing: A copy of this document along with an original invoice must be submitted to the WCCC Accounts Payable email at apinvoice@westmoreland.edu. The purchase order number must be on the invoice.

Subcontracting: No portion of this contract may be subcontracted without prior written permission of the College. Please identify the use of a subcontractor in your RFP response.

Disclaimer: If any changes are made to this solicitation document by any party other than Westmoreland County Community College, the original document in the college's file takes precedence.

PRICING BID FORM

Name of Bidder/Company: _____

The Center locations can be bid out separately. Please contact Shelley Schaffer at 724-925-4093 (WORK) to schedule a site visit of any location/locations.

ITEM #	Description (list each service and the related cost and details; add lines as needed.)	Investment
1		
	Any ADDITIONAL Costs Not Identified in the RFP (Please Explain)	

THE BOARD OF TRUSTEES RESERVES THE RIGHT TO ACCEPT OR REJECT ANY OR ALL BIDS OR ANY PART THEREOF

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REFERENCES:

All proposals must include three (3) references including educational institutions (if possible). Local Pennsylvania references are preferred. References should include company name, contact name, address, phone, fax, and email address and contact information for the specific person who is knowledgeable about the contractor's record and performance. References may be contacted for consultation and/or site visits at our discretion.

NAME _____
COMPANY _____
ADDRESS _____
CITY/STATE/ZIP _____
PHONE/FAX _____
EMAIL _____

NAME _____
COMPANY _____
ADDRESS _____
CITY/STATE/ZIP _____
PHONE/FAX _____
EMAIL _____

NAME _____
COMPANY _____
ADDRESS _____
CITY/STATE/ZIP _____
PHONE/FAX _____
EMAIL _____

References must include community colleges that are current clients.

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ACKNOWLEDGEMENT OF RECEIPT

This Form Must be Completed and Emailed upon Receiving the Request for Proposal

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Please fill in the requested information below and return by email, as acknowledgement/intent to propose, that you have received the Request for Proposal noted above.

Email this to Janet Corrinne-Harvey prior to: **Tuesday, June 11, 2024 prior to 2:00 P.M. EDT**

Email to: corrinnej@westmoreland.edu

By doing this, we will be able to provide responses to questions and notification of any addenda to the RFP.

Name of Firm: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Name: (Print) _____

Title: _____

Email address: _____

Signature: _____ Date: _____

_____ Yes, our company does have an interest in responding.

_____ No, our company does **NOT** have an interest in responding.

CERTIFICATION OF CONTRACT/BIDDER

The below signed contractor/bidder hereby certifies that it is not barred from bidding on this or any other contract due to any violation of Federal or State law.

NAME OF CONTRACTOR/BIDDER

SIGNATURE OF CONTRACTOR/BIDDER

TITLE

DATE

THIS FORM **MUST** BE RETURNED WITH YOUR BID TO:

Janet Corrinne-Harvey
Interim Director of Purchasing
Westmoreland County Community College
145 Pavilion Lane
Youngwood, PA 15697
corrinnej@westmoreland.edu

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INSTRUCTIONS FOR NON-COLLUSION AFFIDAVIT

1. This Non-Collusion Affidavit is material to any contract awarded pursuant to this RFP. According to the Pennsylvania Antid-Rigging Act, 73 P.S. § 1611 et seq., governmental agencies may require Non-Collusion Affidavits to be submitted together with bids.
2. This Non-Collusion Affidavit must be executed by the member, officer or employee of the bidder who makes the final decision on prices and the amount quoted in the RFP.
3. RFP rigging and other efforts to restrain competition, and the making of false sworn statements in connection with the submission of proposals are unlawful and may be subject to criminal prosecution. The person who signs the affidavit should examine it carefully before signing and assure himself or herself that each statement is true and accurate, making diligent inquiry, as necessary, of all other persons employed by or associated with the vendor with responsibilities for the preparation, approval or submission of the RFP.
4. In the case of an RFP submitted by a joint venture, each party to the venture must be identified in the RFP documents, and an affidavit must be submitted separately on behalf of each party.
5. The term "complementary RFP" as used in the affidavit has the meaning commonly associated with that term in the RFP process, and includes the knowing submission of proposals higher than the proposal of another firm, any intentionally high or noncompetitive proposal, and any other form of proposal submitted for the purpose of giving a false appearance of competition.
6. Failure to submit an affidavit with the RFP in compliance with these instructions may result in disqualification of the proposal.

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NON-COLLUSION AFFIDAVIT

Contract Name _____ Contract/Bid No. _____

State of _____ County of _____

I state that I am _____ (Name and title) of _____ (Name of firm) and that I am authorized to make this affidavit on behalf of my firm, and its owners, directors, and, officers. I am the person responsible in my firm for the price(s) and the amount of this RFP.

I state that:

- (1) The price(s) and amount(s) of this RFP have been arrived at independently and without consultation, communication or agreement with any other contractor, vendor or potential vendor.
- (2) Neither the price(s) nor the amount(s) of this proposal, and neither the approximate price(s) nor approximate amount(s) of this proposal, have been disclosed to any other firm or person who is a bidder or potential bidder, and they will not be disclosed before bid opening.
- (3) No attempt has been made or will be made to induce any firm or person to refrain from responding to this contract, or to submit a proposal higher than this proposal, or to submit any intentionally high or non-competitive proposal or other form of complementary proposal.
- (4) The proposal of my firm is made in good faith and not pursuant to any agreement or discussion with, or inducement from, any firm or person to submit a complementary or other noncompetitive proposal.
- (5) _____ (Name of firm), its affiliates, subsidiaries, officers, directors, and employees are not currently under investigation by any governmental agency and have not in the last four years been convicted or found liable for any act prohibited by state or federal law in any jurisdiction, involving conspiracy or collusion with respect to submitting a proposal on any public contract, except as follows:*

I state that _____ (Name of firm) understands and acknowledges that the above representations are material and important, and will be relied on by **Westmoreland County Community College** in awarding the contract(s) for which this proposal is submitted. I understand and my firm understands that any misstatement in this affidavit is and shall be treated as fraudulent concealment from the Purchasing Agency of the true facts relating to the submission of this RFP.

(Name and Company Position)

SWORN TO AND SUBSCRIBED BEFORE ME THIS _____ DAY OF _____, 20____

*Note: Such a conviction of liability does not prohibit acceptance of your bid or award of a contract but may be a basis for a determination that you are not a responsible bidder. Please list any convictions or liabilities in attached pages to this affidavit.