



**REQUEST FOR INFORMATION  
FOR  
MARKET RESEARCH COMMUNITY SCAN**

SUBMISSIONS ARE DUE AT THE ADDRESS SHOWN BELOW  
NO LATER THAN:

**April 27, 2018  
2:00 P.M. CST**

Joliet Junior College  
Attn: Janice Reodus  
Director of Business &  
Auxiliary Services  
A-3102  
1215 Houbolt Road Joliet, IL 60431

## **OVERVIEW OF JOLIET JUNIOR COLLEGE**

Joliet Junior College is a comprehensive community college. The college offers prebaccalaureate programs for students planning to transfer to a four-year university, occupational education leading directly to employment, adult education and literacy programs, work force and workplace development services, and support services to help students succeed. The college has 14,910 full-time and part-time students enrolled in Fall 2017 classes on its main campus located within the city of Joliet, and its five extension campuses located in Romeoville, Morris, Frankfort, Weitendorf, and City Center in downtown Joliet.

## **VISION STATEMENT**

Joliet Junior College will be the first choice.

## **MISSION STATEMENT**

Joliet Junior College is an innovative and accessible institution, dedicated to student learning, community prosperity, cultural enrichment, and inclusion. Joliet Junior College delivers quality lifelong learning opportunities empowering diverse students and the community through academic excellence, workforce training, and comprehensive support services.

## **DESCRIPTION OF REQUEST**

Joliet Junior College (“college”) is seeking proposals from qualified firms for a marketing research community scan. Contractors submitting a response to this request for information must have demonstrated experience in said services.

### **I. SCOPE OF WORK**

Joliet Junior College seeks to define, identify, and strengthen its perceptions among key community stakeholders. We seek to benchmark and then measure changes in attitudes, perceptions, and institutional reputation.

The community scan will include, but not be limited to the following target markets within our seven (7) county district (see Appendix A for Communities Served and District Map):

1. High School Students
2. High School Counselors
3. High School Teachers
4. Parents of High School Students
5. Adult Ed Students
6. Business & Industry
7. General population within district who may or may not interact with the college based on the following socioeconomic categories:
  - Age (Under 18, 18-24, 25-54, 55+)
  - Gender
  - Education Level

- Presence of children in the home
- Household income

## **II. DESCRIPTION OF SERVICES**

Conduct qualitative and quantitative research that may include focus groups and other market research methodologies to determine stakeholders' views about Joliet Junior College and determine how we influence them.

1. Facilitate on-campus focus group(s) to define and evaluate stakeholders' perceptions of the following:
  - a. Enrollment process
  - b. Financial aid
  - c. Registration
  - d. Counseling/academic advising
  - e. Bookstore
  - f. Food Service
  
2. Analyze Joliet Junior College's competitive position against other community colleges as well as four-year institutions of higher learning.
  
3. Analyze customer satisfaction based on previous experience with the college, if any.
  
4. Analyze Joliet Junior College marketing materials and communication methods for internal and external populations.
  
5. Analyze current programs against customers' needs/desires.
  
6. Analyze perception of the college's vision statement –  
"Joliet Junior College will be the first choice."

## **III. REQUIRED FORMAT AND CONTENTS OF PROPOSAL**

Respondents should respond with three (3) originals and one electronic copy (flash drive or DVD) to the name and address above, no later than 2:00 p.m. April 27, 2018.

All proposals submitted must contain, at a minimum, the following information in the format and order set forth below.

1. Cover letter with the following:
  - a. Name, title, address, telephone number, and email address of the firm’s contact person for the proposal. Firms responding to the RFI shall designate a single contact within that company for receipt of all subsequent information regarding this RFI.
  - b. The letter shall contain a statement that respondent understands and agrees with the scope of the work and accepts all other requirements, terms, and conditions of the request for information.
  
2. Qualifications and Experience
  - a. Provide a brief history of the firm and outline the firm’s expertise.
  - b. Provide detailed information regarding the experience and skill levels of the firm’s principals.
  
3. The response itself, covering any or all of the areas of information requested by this RFI.
  
4. Cost  
 Cost estimates and project schedules for all work outlined in proposal
  
5. Additional Items/Services Offered – Please provide any additional item(s) or services that your organization can provide at no additional cost to Joliet Junior College.

**IV. SCHEDULE**

The following schedule represents dates that respondents should use for planning purposes. Respondents will be notified of any schedule changes via e-mail.

Date	Event
April 6, 2018	Vendors contacted via email / advertisement
April 13, 2018 @ 12:00 p.m. CST	Last date/time for submission of written questions via email to <a href="mailto:jreedus@jjc.edu">jreedus@jjc.edu</a>
April 20, 2018 @ 5:00 pm CST	Responses to questions emailed
April 27, 2018 @ 2:00 P.M. CST	Responses must be submitted in a sealed envelope to: Janice Reedus Director of Business & Auxiliary Services, Campus Center Building A, Room 3102, 1215 Houbolt Road, Joliet, IL 60431

## **V. EVALUATION AND AWARD**

Proposals will be evaluated in terms of the following criteria:

- a. Ability to meet college objectives described above
- b. Demonstrated experience with higher education market research/marketing
- c. Consulting experience with community colleges
- d. Experience in researching attitudes, perceptions, needs, and preparing reports that include data, analysis of data, and marketing implications of data
- e. Experience in higher education marketing and/or communications audits with recommended actions

## **VI. QUESTIONS REGARDING THIS RFI**

Any technical questions regarding this RFI should be emailed on or before April 13, 2018 at 12:00 P.M. CST to the attention of:

Janice Reedus, Director of Auxiliary Services, [jreedus@jjc.edu](mailto:jreedus@jjc.edu).

## **VII. REVIEW PROCESS**

Joliet Junior College's RFIs are issued with the intent to obtain information that may be used in the preparation of an RFP depending on the responses received. Based on those responses, Joliet Junior College will augment its roadmap and may prepare one or more RFPs.

## **VIII. CLARIFICATION**

The reviewing group may seek further clarification to the RFI responses. Clarification may be requested in the form of a brief verbal communication by telephone, written communication, or electronic communication.

## **IX. COPYRIGHTED MATERIAL**

All responses received will be kept confidential by Joliet Junior College staff, unless prior permission is received from vendor to treat as a public document.

## **X. TERMS, CONDITIONS AND DISCLAIMERS**

The Respondent's RFI preparation and response is voluntary and at the expense of the Respondent. Any expenses incurred during the response to this RFI cannot be charged to Joliet Junior College.

Responses to this RFI will not bind the Respondent to Joliet Junior College contractually, monetarily, or in any other way.