Request for Proposal No. 15-010A

For: Recruitment Advertising Services

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<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
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<tr>
<td>Pre-bid Conference/Site Visit</td>
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<td>N/A</td>
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<tr>
<td>RFP Question Cut Off Date</td>
<td>April 30, 2015</td>
<td>4:30 PM</td>
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<tr>
<td>(Refer to RFP Section 1.3.2 for more information.)</td>
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<tr>
<td>Addendum (To be issued if necessary.)</td>
<td>May 05, 2015</td>
<td>2:00 PM</td>
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<td>Bid Proposal Submission Due Date</td>
<td>May 15, 2015</td>
<td>2:00 PM</td>
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<tr>
<td>(Refer to RFP Section 1.3.3 for more information.)</td>
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Dates are subject to change. All changes will be reflected in Addendum to the RFP which will be posted on the Purchasing Department webpage.

RFP Issued By

Ramapo College
Purchasing Department
Academic Complex Wing D    D-116
505 Ramapo Valley Road, Mahwah, NJ 07430-1680
Phone: (201) 684-7496 Fax: (201) 684-7926
http://www.ramapo.edu/purchasing/

Assigned Purchasing Contact: Andrea Sappleton
Telephone No.: (201) 684-7792
Fax No.: (201) 684-7926
E-mail: asapplet@ramapo.edu

Date: April 16, 2015
## Table of Contents

1.0 INFORMATION FOR BIDDERS  
   1.1 PURPOSE AND INTENT  
   1.2 BACKGROUND  
   1.3 KEY EVENTS  
   1.4 ADDITIONAL INFORMATION  
2.0 DEFINITIONS  
3.0 SCOPE OF WORK  
   3.1 PROGRAM MANAGEMENT  
   3.2 RECRUITMENT ADVERTISING SPECIFICATIONS  
   3.3 SAMPLE ADVERTISEMENTS  
4.0 BID PROPOSAL PREPARATION AND SUBMISSION  
5.0 SPECIAL CONTRACTUAL TERMS & CONDITIONS  
6.0 PROPOSAL EVALUATION  
7.0 CONTRACT AWARD  
8.0 CONTRACT ADMINISTRATION  
9.0 SIGNATURE PAGE  
10.0 PRICE SHEET  
11.0 BIDDER CONTACT INFORMATION  
12.0 BIDDER BUSINESS REFERENCES  
13.0 BIDDER TERMINATED CONTRACTS  
14.0 COOPERATIVE PURCHASING
NOTICE TO BIDDERS: PUBLIC NOTICE is hereby given that SEALED BIDS for: **Recruitment Advertising Services** at Ramapo College of NJ will be received at the Office of the Director of Purchasing, Ramapo College of New Jersey, 505 Ramapo Valley Rd., Mahwah, N.J. until 2:00 PM local time **May 15, 2015** at which time they will be publicly opened. If the college is closed on the bid open date, the bid will be opened on our next business day.

Bid Proposal Forms are available at the Ramapo College Purchasing Office website. Go to: [http://www.ramapo.edu/purchasing/bidding-opportunities/](http://www.ramapo.edu/purchasing/bidding-opportunities/).

Proposals must be made upon and in accordance with the form of bid to be supplied by the Purchasing Agent and no bidder may withdraw his bid within sixty (60) days after the actual bid opening thereof.

The Board of Trustees of Ramapo College reserves the right to waive any informality or to reject any or all bids.

Bidders are required to comply with requirements of N.J.S.A. 10:5-31 et seq. and N.J.A.C. 17:27 (Mandatory Equal Employment Opportunity).

Bid envelopes must be marked with Bid No. 15-010A and indicate a “Sealed Bid” in the lower left hand corner.

Andrea Sappleton  
Assistant Director, Purchasing  
(201) 684-7792
1. INFORMATION FOR BIDDERS
   1.1. PURPOSE AND INTENT

   1.1.1. PURPOSE: The purpose of this Request for Proposal (RFP) is to solicit bid proposals for services to be rendered to Ramapo College of New Jersey, which is located at 505 Ramapo Valley Road, Mahwah, NJ 07430.

   1.1.2. INTENT: Based on this RFP, the College intends to award a contract to the responsible bidder whose bid proposal, conforming to this RFP, is most advantageous to the College, price and other factors considered. The College reserves the right to separately procure individual requirements that are the subject of the contract during the contract term, when deemed by the College to be in its best interest.

   1.1.3. TERMS: Ramapo College standard Terms & Conditions (see attachment marked Terms & Conditions) will apply to all contracts or purchase agreements. These terms are in addition to the terms and conditions set forth in this RFP and should be read in conjunction with them unless the RFP specifically indicates otherwise.

   1.2. BACKGROUND

   1.2.1. CURRENT CONTRACT: The College’s is soliciting proposals for a new contract.

   1.2.2. Established in 1969, Ramapo College of New Jersey is a comprehensive institution of higher education dedicated to the promotion of teaching and learning within a strong liberal arts based curriculum, thus earning the designation "New Jersey's Public Liberal Arts College." Its curricular emphasis include the liberal arts and sciences, social sciences, fine and performing arts, and the professional programs within a residential and sustainable living and learning environment. More information about Ramapo College of NJ can be found on the Ramapo College website www.ramapo.edu.

   1.2.3. The scope of the project is to provide the College with Human Resources Recruitment Advertising Services. In the current environment, the College’s Human Resources (HR) Department works with the Unit representative to translate their requirement for talent/human capital into a written job description. The HR department confirms the publications that should be targeted for the recruitment advertisement and forwards via email to the incumbent agency for placement. HR determines the functionality (layout) i.e., traditional line versus display advertising and provides the information to the agency for placement of the advertisement. The agency then provides the College with a proof for approval. Included with the proof is the quotation for the placement of the advertisement.

   1.2.4. After an advertisement is placed the agency will follow-up with HR to confirm that the advertisement was published and will negotiate accordingly with the publisher for any issues that may arise. For example if there is an error, the agency may negotiate for the published advertisement to run for extra days at no additional cost to the College.

   1.2.5. In Fiscal Year 2013/14 fifteen (15) black and white advertisements were placed. Hard copy advertisements generally run for one (1) day.

   1.2.6. The College is seeking to collaborate with a Bidder with a reputation as the service leader in the Recruitment Advertising industry and known for their flexibility and innovative solutions to deliver efficient stream-lined result with the placement of print advertising within a specified timeframe and targeted budget.
1.3. **KEY EVENTS**

1.3.1. **PRE-BID MEETING AND SITE INSPECTION:** Not applicable to this RFP.

1.3.2. **QUESTION AND ANSWER PERIOD:** The College will accept only written questions from all potential bidders in accordance with the procedure outlined in this RFP.

1.3.3. **SUBMISSION OF BID PROPOSAL:** In order to be considered for award, the bid proposal must be received by the Ramapo College Purchasing Department before or at the submission due date and time. Any bid proposal NOT received on time at the location indicated below will be rejected. The ONLY location for bid response receipt is:

   Ramapo College Purchasing Department
   Academic Complex Wing D, Room D-116
   505 Ramapo Valley Road
   Mahwah, NJ  07430

   Please note that all USPS and all private carrier mail, regular and overnight, is delivered to the Ramapo College Mail and Receiving Services and then is distributed across campus by College staff. Ramapo College is not responsible for any delays in the College’s mail distribution process. It is the responsibility of the bidder to ensure its bid reaches the Ramapo College Purchasing Department on time.

1.4. **ADDITIONAL INFORMATION**

1.4.1. **ADDENDA:** In the event that it becomes necessary to revise this RFP, such clarification or revision will be by addendum. All addenda to this RFP will become part of the RFP and part of any contract awarded as a result of this RFP.

1.4.2. **BIDDER RESPONSIBILITY:** The bidder assumes sole responsibility for the complete effort required in submitting a bid proposal in response to this RFP. No special consideration will be given after bid proposals are opened because of a bidder’s failure to be knowledgeable as to all of the requirements of this RFP.

1.4.3. **COST LIABILITY:** The College assumes no responsibility and bears no liability for costs incurred by a bidder in the preparation and submittal of a bid proposal in response to this RFP.

1.4.4. **CONTENTS OF BID PROPOSAL:** Subsequent to bid opening, all information submitted by bidders in response to the RFP is considered public information, except as may be exempted from public disclosure by the Open Public Records Act, N.J.S.A. 47:1A-1 et seq., and common law.

   A bidder may designate specific information as not subject to disclosure when the bidder has a good faith legal/factual basis for such assertion. The College reserves the right to make the determination and will advise the bidder accordingly. The location in the bid proposal of any such designation should be clearly stated in a cover letter. The College will not honor any attempt by a bidder either to designate its entire bid proposal as proprietary and/or to claim copyright protection for its entire proposal.

   By signing this RFP response, the bidder waives any claims of copyright protection set forth within the manufacturer’s price list and/or catalogs. The price lists and/or catalogs must be
accessible to the College and cooperative purchasing partners and thus have to be made public to allow eligible purchasing entities access to the pricing information.

All bid proposals, with the exception of information determined by the College or the Court to be proprietary, are available for public inspection after the Letter of Intent to Award is issued. At such time, interested parties can contact the Ramapo College Purchasing Department to inspect bid proposals received in response to this RFP.

1.4.5. BID OPENING: Not applicable to this RFP.

1.4.6. PRICE ALTERATION: Bid prices must be typed or written in ink. Any price change (including “white-outs”) must be initialed. Failure to initial price changes shall preclude a contract award from being made to the bidder.

The bidder must complete and sign all price sheets leaving no blank or empty fields. If applicable, the bidder shall enter No Charge or zero (0). Failure to provide an entry in any price sheet field will result in rejection of the bid.

1.4.7. BID WITHDRAWAL: A bidder may request that its bid be withdrawn prior to bid opening. Such request must be made in writing to the Ramapo College Director of Purchasing. If the request is granted, the bidder may submit a revised bid as long as the bid is received prior to the announced date and time for bid opening and at the place designated.

1.4.8. VALIDITY OF BID: Submitted bids shall be valid for a period of ninety (90) days to allow for sufficient time for bid evaluation and contract award.

1.4.9. RIGHT TO CANCEL: The College reserves the right, in its sole discretion, to cancel this RFP without obligation and for any reason, in part or in its entirety.

2. DEFINITIONS

2.1. GENERAL DEFINITIONS: The following definitions will be part of any contract awarded or order placed as result of this RFP.

Addendum – Written clarification or revision to this RFP issued by Ramapo College Purchasing Department.

Bidder – An individual or business entity submitting a bid proposal in response to this RFP.

The College or College or RCNJ – Ramapo College of New Jersey

Contract – This RFP, any addendum to this RFP, and the bidder’s proposal submitted in response to this RFP, as accepted by Ramapo College.

Contractor – The bidder awarded a contract resulting from this RFP.

May – Denotes that which is permissible, not mandatory.

Shall or Must – Denotes that which is a mandatory requirement. Failure to meet a mandatory requirement will result in the rejection of a bid proposal as materially non-responsive.

Should – Denotes that which is recommended, not mandatory.

State – State of New Jersey
3. SCOPE OF WORK

3.1. PROGRAM MANAGEMENT

3.1.1. The Bidder shall provide the creative talent, production and administrative staff necessary to provide Recruitment Advertising Services on behalf of the College and in accordance with applicable statutes, rules and regulations.

3.1.2. The Bidder shall ensure that each advertisement contains the appropriate components including, but not limited to the headline, ad copy detailing the position description and necessary qualification, an affirmative action/equal opportunity statement, application submission deadline and the name, title and address of the individual to whom response are to be submitted.

3.1.3. The Bidder shall have the capability to place “last minute” advertisements when necessary and as required by the College. This may include but is not limited to the ability to provide advertisement placements within forty-eight (48) hours.

3.1.4. If requested, the Bidder shall provide strategic media plans to assist the College with the selection of print media for advertising placement. Recommendations should be based on demographics and target audience and include publications that offer no-charge placements.

3.1.5. The Bidder shall have a minimum of five (5) years’ experience in placing recruitment advertising in the higher education sector.

3.1.6. The Bidder is required to have an account management structure that includes an account manager and customer service representatives. The College requires an account representative with a minimum of five (5) years’ experience and training specific to the Recruitment Advertising industry.

3.1.7. Bidder shall confirm other media it supports for advertising placement. This may include but is not limited to online advertising, designing online campaign or managing search engine marketing campaigns.

3.2. RECRUITMENT ADVERTISING SPECIFICATION

3.2.1. As directed by the College, the Bidder shall place advertisements in newspapers, magazines, specialty publications, trade journals and social media outlets. This may include but is not limited to the Star Ledger, Bergen Record, and the Chronicle of Higher Education.

3.2.2. The Bidder shall offer professional advice on the design and layout of the advertisement. This shall include but is not limited to the actual design of the advertisement.

3.2.3. The Bidder shall provide professional proofing of the copy that is written by the College. The College should be informed of all edits via a proof and prior to the placement of the advertisement in the requested publication.

3.2.4. In conjunction with the proofs, the Bidder shall also provide a quotation based on the selected publication, for the placement of the advertisement for review and approval by the College. The quotation shall include but not be limited to charges for lineage, artwork and production.
3.2.5. The Bidder shall negotiate the rates with the selected publication(s) and perform the placement of the advertisements.

3.2.6. For each publication selected, the Bidder shall provide the College with the deadline by which final approval of the advertisement must be given in order to ensure that appropriate deadlines are met.

3.2.7. Upon placement of an advertisement, the Bidder shall provide post placement services. This may include but is not limited to checking the publication(s) to ensure the advertisement is published and correct, that the advertisement placement/format is as agreed upon and that the advertisement is satisfactory overall.

3.2.8. If any inaccuracies are detected after the advertisement is published, the Bidder shall negotiate with the publication(s) for corrections, credits, reruns or additional run time. Upon obtaining a resolution, the Bidder shall inform the College’s representative of the outcome.

3.2.9. The Bidder shall handle all billings and payment to the respective publication(s).

3.3. SAMPLE ADVERTISEMENTS

3.3.1. The Bidder shall develop a total of four (4) sample advertisement layout based on the information provided in Exhibit A and as outlined in the pricing sheet. Sample wording should not change and use of abbreviations is not acceptable. Any design may be utilized but Bidder must utilize the sizes specified in the pricing sheet. Any Bidder deviating from the specified size will have their bid rejected. Sample advertisements required are as follows:

- One (1) each Bergen Record print and online: 2 x 6 (3.76" wide x 5.875" deep)
- One (1) each Diverse Issues in Higher Ed print and online: 1/3 page (L) (3.562" wide x 6" deep)
- One (1) each Star Ledger print and online: 1/2 page 3 x 5 1/4 (9.67" wide x 5.25" deep)
- One (1) each Chronicle of Higher Ed print and online: 5 x 5 (8.5" wide x 5" deep)

3.3.2. Bidder shall create one (1) sample advertising for the Bergen Record and one (1) sample advertising for Diverse: Issues in Higher Education specific to the information in Sample Advertising 1 by utilizing the following:

- Sample wording for “Bid Specification Sample for Ad #1” (Exhibit A)
- Insert Bid Specification black and white Arch for Print ads (Exhibit A)

3.3.3. Bidder shall create one (1) sample advertising for the Star Ledger and one (1) sample advertising for the Chronicle of Higher Ed specific to the information in Sample Advertising 2 by utilizing the following:

- Sample wording for “Bid Specification Sample #2.picture Ad” (Exhibit A)
- Insert Bid Specification black and white Arch for Print ads (Exhibit A)
- Insert all pictures provided: Arch, Capital Kick-Off, Graduation2 & Tas.3 (Exhibit A)
4. BID PROPOSAL PREPARATION AND SUBMISSION

4.1. GENERAL: The bidder is advised to thoroughly read and follow all instructions contained in this RFP, in preparing and submitting its bid proposal.

4.2. BID PROPOSAL DELIVERY AND IDENTIFICATION: In order to be considered, a bid proposal must arrive at the Ramapo College Purchasing Department before or at the date and time indicated in the RFP. The exterior of all bid proposal envelopes/package should be labeled with the bid identification number and the final bid opening date and time.

4.3. NUMBER OF BID PROPOSAL COPIES: The bidder must submit one (1) complete original bid proposal, clearly marked as the original bid proposal. The bidder should submit one (1) complete copy of the original, clearly marked as copy. The copy request is necessary in the evaluation of the bid proposal.

4.4. BID PROPOSAL CONTENT: The bid proposal must be submitted in writing as one complete package with all of the required documentation and completed forms as specified in the RFP.

4.4.1. DOCUMENTS THAT MUST BE SUBMITTED WITH BID PROPOSAL: The following must be submitted with all proposals.

4.4.1.1. SIGNATURE PAGE, PRICE SHEET(S), CONTACT INFORMATION, REFERENCES, TERMINATED CONRACTS AND COOPERATIVE PURCHASING: The bidder shall complete and submit the following as provided in the RFP: Signature page, all Price Sheets, Contact Information page, Business References page and Terminated Contracts page. If requested in the RFP, the bidder must also submit: Cooperative Purchasing page.

4.4.1.2. OWNERSHIP DISCLOSURE FORM: The Bidder shall complete and submit with the proposal the Ownership Disclosure form. See the attachment titled Ownership Disclosure.

4.4.1.3. NON-COLLUSION AFFIDAVIT: The Bidder shall complete and submit with the proposal the Non-Collusion Affidavit. See the attachment titled Non-Collusion Affidavit.

4.4.1.4. CONFLICTS OF INTEREST: The Bidder shall complete and submit with the proposal the Conflicts of Interest form. See the attachments titled Conflicts of Interest and Executive Order 34 and 189.

4.4.1.5. BID SECURITY AND STATEMENT OF SURITY: If requested in the RFP, the bidder must provide a bid bond and a statement of surety with the bid proposal. See Section 5 Special Contractual Terms and Conditions of this RFP for additional information.

4.4.2. PROOFS OF REGISTRATION THAT MUST BE SUBMITTED WITH BID PROPOSAL:

4.4.2.1. BUSINESS REGISTRATION CERTIFICATE: Failure to submit a copy of the bidder’s Business Registration Certificate (or Interim Registration) from the Division of Revenue with the bid proposal may be cause for rejection of the proposal. See the RFP attachment titled Business Registration
4.4.2.2. THE PUBLIC WORKS CONTRACTOR REGISTRATION ACT
CERTIFICATE: If the RFP is for a public works project, the Bidder shall submit with the proposal the bidder’s Public Work Contractor Registration Act Certificate. Failure to submit a copy of the certificate may be cause for rejection of the proposal. See the RFP attachment titled The Public Works Contractor Registration Act, dated 02/22/2000.

4.4.3. FORMS THAT MUST BE SUBMITTED BEFORE CONTRACT AWARD: The following forms must be submitted to the Ramapo College Purchasing Department before a contract is awarded as a result of this RFP.

4.4.3.1. MACBRIDE PRINCIPLES CERTIFICATION: The bidder is required to complete the MacBride Principles Certification evidencing compliance with the MacBride Principles. See the RFP attachment titled MacBride Principles form.

4.4.3.2. AFFIRMATIVE ACTION: The bidder is required to submit a copy of Employee Information or a copy of Federal Letter of Approval verifying that the bidder is operating under a federally approved or sanctioned Affirmative Action program. If the bidder has neither document of Affirmative Action evidence, then the bidder must complete the attached Affirmative Action Employee Information Report (AA-302). See the RFP attachment titled Affirmative Action.

4.4.3.3. POLITICAL CONTRIBUTION FORMS: The bidder is required to complete the following Certification and Disclosure of Political Contributions forms. See the attachments.

4.4.3.3.1. Two Year Chapter 51 / Executive Order 117 Vendor Certification and Disclosure of Political Contributions. (Formally Executive Order No. 134) (Political Contributions)

4.4.3.4. CERTIFICATE OF INSURANCE: The bidder is required to submit proof of liability insurance in accordance with Ramapo College Terms and Conditions. See attachment titled Terms and Conditions.

5. SPECIAL CONTRACTUAL TERMS & CONDITIONS

5.1. PRECEDENCE OF SPECIAL CONTRACTUAL TERMS AND CONDITIONS: The contract awarded as a result of this RFP shall consist of this RFP, addendum to this RFP, the Contractor’s bid proposal and the Notice of Award. Unless specifically stated in this RFP, the Special Contractual Terms and Conditions of the RFP and addenda take precedence over the Ramapo College Standard Terms and Conditions.

5.2. CONTRACT TERM AND EXTENSION OPTION: The term of this contract shall be for a period of one (1) year, beginning on or about July 1, 2015. If delays in the bid process result in an adjustment of the anticipated contract effective date, the bidder agrees to accept a contract for the full term of the contract. The contract may be extended for two (2) additional periods of up to one (1) year, by mutual written consent of the Contractor and the College at the same terms, conditions and pricing.

5.3. CONTRACT TRANSITION: In the event that a new contract has not been awarded prior to the contract expiration date, as may be extended herein, it shall be incumbent upon the Contractor to continue the contract under the same terms and conditions until a new contract
can be completely operational. At no time shall this transition period extend more than ninety (90) days beyond the expiration of the contract.

5.4. CONTRACT AMENDMENT: Any changes or modifications to the terms of the contract shall be valid only when they have been reduced to writing and approved by both the Contractor and the College.

5.5. CONTRACTOR RESPONSIBILITIES: The Contractor is responsible for the professional quality, technical accuracy and timely completion and submission of all deliverables, services or commodities required to be provided under the contract. The Contractor shall, without additional compensation, correct or revise any errors, omissions, or other deficiencies in its deliverables and other services. The review, approval, acceptance or payment for any service shall not be construed as a waiver of any rights that the College may have arising out of the Contractor’s performance of the contract.

5.6. SUBCONTRACTING OR ASSIGNMENT: The contract may not be subcontracted or assigned by the Contractor in whole or in part without prior written consent of the College.

5.7. CONTRACT TERMINATION AND REMEDIES FOR FAILURE TO COMPLY WITH MATERIAL CONTRACT REQUIREMENTS: In the event that the Contractor shall fail to comply with any of the conditions herein provided and as covered by the Contract, the College shall notify the Contractor of such failure or default and demand that the same be remedied within a specific period of time. In the event of the failure of the Contractor to remedy the same within said period, the College shall take steps to terminate the contract. In this event, the College will authorize the service to be performed by any available means, the difference between the actual cost paid and the bid of the defaulting Contractor to be deducted from any monies due. It shall also be incumbent upon the Contractor to continue operations until relieved by a newly selected Contractor.

5.7.1. CHANGE OF CIRCUMSTANCE: Where the needs of the College significantly change, or the contract is otherwise deemed no longer to be in the College’s best interest, the College may terminate the contract upon 30 days written notice to the Contractor.

5.8. COLLEGE’S OPTION TO REDUCE SCOPE OF WORK: The College has the option, in its sole discretion, to reduce the scope of work for any task or subtask called for under this contract. In such event, the College shall provide advance written notice to the Contractor.

5.9. AVAILABILITY OF FUNDS: The College’s obligation hereunder is contingent upon the availability of appropriated funds from which payment for contract purposes can be made. No legal liability on the part of the College for payment of any money shall arise unless and until funds are made available for each fiscal year.

5.10. PREVAILING WAGE: Not applicable for this RFP.

5.11. PUBLIC WORKS CONTRACT – ADDITIONAL AFFIRMATIVE ACTION REQUIREMENT: During the term of the contract the Contractor agrees to comply with N.J.S.A 10:5-33 regarding anti-discrimination. See the RFP attachment titled Affirmative Action Supplement.

5.12. INDEMNIFICATION: See the attachment titled Ramapo College Terms and Conditions.
5.13. INSURANCE: The successful bidder shall secure and maintain in force for the term of the contract liability insurance. See the attachment titled Ramapo College Terms and Conditions for the specific insurance requirements.

5.14. STATEMENT OF SURETY, BID BOND AND PERFORMANCE BOND: Not required for this RFP.

6. PROPOSAL EVALUATION

6.1. PROPOSAL EVALUATION COMMITTEE: Bid proposals may be evaluated by a committee composed of members of the College Unit/Department responsible for managing the service, the College’s Purchasing Department and other College employees.

6.2. ORAL PRESENTATION AND/OR CLARIFICATION OF BID PROPOSAL: A bidder may be required to give an oral presentation to the College concerning its bid proposal. The College may also require a bidder submit written responses to questions regarding the bid proposal. The purpose of such communication with bidder, either through an oral presentation or a letter of clarification, is to provide an opportunity for the bidder to clarify its bid. Original bid proposals submitted, however, cannot be supplemented, changed, or corrected in any way.

6.3. EVALUATION CRITERIA: The College may use, but is not limited to, the following evaluation criteria; A) The bidder’s general approach and plans in meeting the requirements of the RFP, B) The bidders detailed approach and plans to perform the services required, C) The bidder’s documented experience in successfully performing contracts of a similar size and scope, D) The qualifications and experience of the bidder’s management, supervisory or other key personnel assigned to the contract and E) The overall ability of the bidder to mobilize, undertake and successfully complete the contract.

6.4. ERRORS AND OMISSIONS: If it is discovered that there is an arithmetic disparity between the unit price and the total extended price, the unit price shall prevail. If there is any other ambiguity in the pricing other than a disparity between unit price and extended price and the bidder’s intention is not readily discernible from other parts of the bid proposal, the Director of Purchasing may seek clarification from the bidder to ascertain the true intent of the bid.

Ramapo College reserves the right to waive any technical or formal defects found in the RFP submission.

6.5. REJECTION OF PROPOSAL: The College reserves the right, in its sole discretion, to reject any or all bids, or to accept a proposal in whole or in part, if deemed to be in the best interest of the College to do so.

6.6. NEGOTIATION AND BEST AND FINAL OFFER (BAFO): Following the opening of bid proposals, the College, may, pursuant to N.J.S.A. 52:34-12(f), negotiate one or more of the following contractual issues: the technical services offered, the terms and conditions and/or the price of a proposed contract award with any bidder, and/or solicit a best and final offer (BAFO) from one or more of the bidders.

Initially, the College will conduct a review of all the bids and select bidders to contact to negotiate and/or conduct a BAFO based on its evaluation and determination of the bid proposals that best satisfy the evaluation criteria and RFP requirements, and that are most...
advantageous to the College, price and other factors considered. The College may not contact all bidders to negotiate and/or to submit a BAFO.

In response to the College’s request to negotiate, bidders must continue to satisfy all mandatory RFP requirements but may improve upon their original technical proposal in any revised technical proposal. However, any revised technical proposal that does not continue to satisfy all mandatory requirements will be rejected as non-responsive and the original technical proposal will be used for any further evaluation purposes in accordance with the following procedure.

In response to the College’s request for a BAFO, bidders may submit a revised price proposal that is equal to or lower in price than their original submission, but must continue to satisfy all mandatory requirements. Any revised price proposal that is higher in price than the original will be rejected as non-responsive and the original bid will be used for any further evaluation purposes.

After receipt of the results of the negotiation and/or the BAFO, the College will complete its evaluation and issue an award to the responsible bidder(s) whose bid proposal, conforming to this RFP, is most advantageous to the College, price and other factors considered.

7. CONTRACT AWARD

7.1. MULTIPLE AWARDS: The College reserves the right to award contracts as a result of this RFP to more than one bidder.

8. CONTRACT ADMINISTRATION

8.1. AUDIT: The College reserves the right to request from the Contractor during the term of the agreement copies of the Contractor’s documentation and or information reports related to the performance of the contract. The requests could include, but are not limited to, copies of licenses or permits, reporting of invoiced data, copies of call reports.
9. SIGNATURE PAGE

RAMAPO COLLEGE ADVERTISED REQUEST FOR PROPOSAL BID RESPONSE

<table>
<thead>
<tr>
<th>Document</th>
<th>With RFP Submission</th>
<th>Document</th>
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<tr>
<td>Signature Page</td>
<td>X</td>
<td>Non-Collusion Affidavit</td>
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<td>All Price sheets</td>
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<td>X</td>
<td>Public Works Contractor Reg. Cert.</td>
<td>Not Required</td>
</tr>
<tr>
<td>Ownership Disclosure Form</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

INFORMATION TO BE COMPLETED BY BIDDER

1. Bidder’s Company Name:

2. Phone Number:

3. Fax Number:

4. Bidder’s Company Address:

5. Bidder’s Tax ID:

6. Cash Discount Terms:

7. Estimated Amount of Contract:

8. Amount of Bid Security $:

9. Amount of Performance Security $:

10. All addenda to this RFP will become part of the RFP and part of any contract awarded as a result of this RFP. Bidder acknowledges receipt of the following addenda:

   Addendum Number    Date of Addendum
   __________        _______________
   __________        _______________
   __________        _______________

11. SIGNATURE of BIDDER:

12. TITLE:

13. DATE:

Notice: The college will pay invoices only when the Contractor has complied with all terms and conditions of the contract

14. NAME: (Print or Type)

15. E-MAIL:
10. PRICE SHEET
Bid# 15-010A Recruitment Advertising Services

10.1. UNIT PRICING

10.1.1. The pricing, terms, and conditions stated in your response must remain valid for a period of ninety (90) days from the date of delivery of the proposal to Ramapo College. Bidder shall complete the below referenced Recruitment Advertising Price Sheet.

10.1.2. Bidder must adhere to the following criteria in completing the Price Sheet:
- Advertisement placement and pricing should include an on-line component as well.
- Advertisements will be in black and white unless there is no charge for color, and then the ad will be in color.
- Ads price should be for the educational section and not the health and general employment section of sources.
- Any Bidder deviating from the specified advertisement sizes will have their bid rejected.

COMPANY NAME _____________________________________________

REPRESENTATIVE SIGNATURE __________________________________
### Bid# 15-010A Recruitment Advertising Price Sheet – Year 1

**DISPLAY ADS - PRICE YEAR 1**

<table>
<thead>
<tr>
<th>Item</th>
<th>Size</th>
<th>When Used</th>
<th>Number of Days</th>
<th>Publication</th>
<th>Unit Price</th>
<th>Quantity</th>
<th>Extend (F * G)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2 x 6 (3.76&quot; wide x 5.875&quot; deep)</td>
<td>For faculty and professional vacancies</td>
<td>Print ad - 1 day - Sunday</td>
<td>Bergen Record print and online</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>1/6 page (3.116&quot; wide x 5.25&quot; deep)</td>
<td>For faculty and professional vacancies</td>
<td>Print ad - 1 day - Sunday</td>
<td>Star Ledger print and online</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>1/3 page (L) (3.562&quot; wide x 6&quot; deep)</td>
<td>For faculty and professional vacancies</td>
<td>Print ad - 1 issue</td>
<td>Diverse Issues in Higher Ed print and online</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>1/2 page Island (4.875&quot; wide x 7.25&quot; deep)</td>
<td>For faculty and professional vacancies</td>
<td>Print ad - 1 issue</td>
<td>Hispanic Outlook in Higher Ed print and online</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>2 x 6 (3.38: wide x 6&quot; deep)</td>
<td>For faculty and professional vacancies</td>
<td>Print ad - 1 issue</td>
<td>Chronicle of Higher Ed print and online</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
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</tr>
<tr>
<td>7</td>
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<td></td>
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<tr>
<td>8</td>
<td>2/3 page - Horizontal (E) 7.375&quot; wide x 6.5&quot; deep)</td>
<td>For high profile positions (has graphics)</td>
<td>Print ad - 1 issue</td>
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<td>10</td>
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<td>Print ad - 1 issue</td>
<td>Chronicle of Higher Ed print and online</td>
<td>2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Note:** Fill in unit price and extend.

---

**COMPANY NAME**

**REPRESENTATIVE SIGNATURE**

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RCNJ _RFP No. 15-010A  04/16/15  Page 16 of 29
Bid# 15-010A Recruitment Advertising Price Sheet – Year 2

**DISPLAY ADS -PRICE YEAR 2**

<table>
<thead>
<tr>
<th>Item</th>
<th>Size</th>
<th>When Used</th>
<th>Number of Days</th>
<th>Publication</th>
<th>Unit Price</th>
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</tr>
<tr>
<td>2</td>
<td>1/6 page (3.116” wide x 5.25” deep)</td>
<td>For faculty and professional vacancies</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>1/3 page (L) (3.562” wide x 6” deep)</td>
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</table>

**GRAND TOTAL ALL ITEMS YEAR 2**

Note: Fill in unit price and extend.

COMPANY NAME ___________________________________________________________________

REPRESENTATIVE SIGNATURE ___________________________________________________________________

RCNJ_RFP No. 15-010A 04/16/15 Page 17 of 29
### Bid# 15-000A Recruitment Advertising Price Sheet – Year 3

#### DISPLAY ADS - PRICE YEAR 3

<table>
<thead>
<tr>
<th>Item</th>
<th>Size</th>
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<td>2</td>
<td></td>
<td>2</td>
</tr>
</tbody>
</table>

**Note:** Fill in unit price and extend.

**COMPANY NAME**  

**REPRESENTATIVE SIGNATURE**
10.2. **INCENTIVES**

10.2.1. Bidder should specify any additional services or incentives that will be offered to Ramapo College and included in the quoted price. Any incentives must be identified in the response package. The College cannot accept any incentives that are offered post bid.

COMPANY NAME _____________________________________________

REPRESENTATIVE SIGNATURE __________________________________
10.3. PAYMENT BY CREDIT CARD

10.3.1. The Bidder shall confirm if it will accept the Visa Purchasing Card as a form of payment.

YES ___________________     NO ___________________

COMPANY NAME        _____________________________________________

REPRESENTATIVE SIGNATURE ________________________________________
11. BIDDER CONTACT INFORMATION

Bidder's Company Name:
________________________________________________________________________

Company Owner:
________________________________________________________________________

Address:
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Number of year’s firm has been furnishing services: ___________

PERSON TO CONTACT FOR PLACING ORDERS:
________________________________________________________________________

BUSINESS TELEPHONE:
________________________________________________________________________

EMERGENCY TELEPHONE:
________________________________________________________________________

FAX NUMBER:
________________________________________________________________________

CELL PHONE NUMBER:
________________________________________________________________________

BEEPER NUMBER:
________________________________________________________________________

EMAIL ADDRESS: ____________________________________________

OFFICE PERSON TO CONTACT FOR BILLING ISSUES: _________________________
12. BIDDER BUSINESS REFERENCES

Please provide three (3) business references for contracts awarded of similar size and scope to the requirements of this RFP:

Reference 1.
Business Name: ________________________________________________________________

Address: ______________________________________________________________________

Phone: _______________________ Fax: ____________________ e-mail: _____________

Contact Person: _______________________ Title:  _________________________________

Number of years agreement in place: ______________________________________________

Reference 2.
Business Name: ________________________________________________________________

Address: ______________________________________________________________________

Phone: _______________________ Fax: ____________________ e-mail: _____________

Contact Person: _______________________ Title:  _________________________________

Number of years agreement in place: ______________________________________________

Reference 3.
Business Name: ________________________________________________________________

Address: ______________________________________________________________________

Phone: _______________________ Fax: ____________________ e-mail: _____________

Contact Person: _______________________ Title:  _________________________________

Number of years agreement in place: ______________________________________________

COMPANY NAME _____________________________________________

REPRESENTATIVE SIGNATURE ____________________________________
13. BIDDER TERMINATED CONTRACTS

Contract 1.
Business Name: ________________________________________________________________
Address: ______________________________________________________________________
Phone: _______________________ Fax: ____________________ e-mail: ________________
Contact Person: _______________________ Title:  _________________________________
Reason for Termination: ____________________________________________________________________

Contract 2.
Business Name: ________________________________________________________________
Address: ______________________________________________________________________
Phone: _______________________ Fax: ____________________ e-mail: ________________
Contact Person: _______________________ Title:  _________________________________
Reason for Termination: ____________________________________________________________________

Contract 3.
Business Name: ________________________________________________________________
Address: ______________________________________________________________________
Phone: _______________________ Fax: ____________________ e-mail: ________________
Contact Person: _______________________ Title:  _________________________________
Reason for Termination: ____________________________________________________________________

COMPANY NAME        _____________________________________________
REPRESENTATIVE SIGNATURE ____________________________________
14. COOPERATIVE PURCHASING

A. Will you extend contract prices to other State Colleges and University’s in New Jersey? (See the list below.)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Kean University</td>
<td></td>
</tr>
<tr>
<td>Montclair State University</td>
<td></td>
</tr>
<tr>
<td>New Jersey City University</td>
<td></td>
</tr>
<tr>
<td>New Jersey Institute of Technology</td>
<td></td>
</tr>
<tr>
<td>Ramapo College of New Jersey</td>
<td></td>
</tr>
<tr>
<td>Rowan University</td>
<td></td>
</tr>
<tr>
<td>Rutgers, The State University of New Jersey</td>
<td></td>
</tr>
<tr>
<td>The College of New Jersey</td>
<td></td>
</tr>
<tr>
<td>The Richard Stockton College of New Jersey</td>
<td></td>
</tr>
<tr>
<td>Thomas Edison State College</td>
<td></td>
</tr>
<tr>
<td>William Paterson University of New Jersey</td>
<td></td>
</tr>
<tr>
<td>University of Medicine &amp; Dentistry of New Jersey</td>
<td></td>
</tr>
</tbody>
</table>

B. Ramapo College of New Jersey is a member of the New Jersey Higher Education Purchasing Association (NJHEPA), whose members include the four year public colleges and universities as well as private institutions. Will you extend contract prices to the association? (See the list below.)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
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<td></td>
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<td>Rowan University</td>
<td></td>
</tr>
<tr>
<td>Princeton University</td>
<td></td>
</tr>
<tr>
<td>Rider University</td>
<td></td>
</tr>
<tr>
<td>Seton Hall University</td>
<td></td>
</tr>
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<td>University of Medicine &amp; Dentistry of New Jersey</td>
<td></td>
</tr>
</tbody>
</table>

Each College/University shall be responsible for issuing purchase orders and payments directly with Contractor(s). Each institution will be responsible for signing individual contracts and is financially responsible for the services purchased. The Colleges/Universities listed in this section are under no obligation to use the Contractor(s) having extended pricing and services as the result of this bid.

COMPANY NAME __________________________________________________________________________

REPRESENTATIVE SIGNATURE __________________________________________________________________________
EXHIBIT A

SAMPLE ADVERTISEMENT 1

Develop two (2) sample advertisements using:

Sample wording for “Bid Specification Sample for Ad #1.doc”

RAMAPO COLLEGE OF NEW JERSEY
ADVERTISING AUTHORIZATION FORM

* * * AD COPY * * *

Ramapo College of New Jersey is located in the beautiful foothills of the Ramapo Mountains approximately 25 miles northwest of New York City. Accredited by the Middle States Commission on Higher Education, Ramapo College is a comprehensive institution of higher education dedicated to the promotion of teaching and learning within strong liberal arts based curriculum, thus earning the designation “New Jersey’s Public Liberal Arts College.” Its curricular emphasis includes the liberal arts and sciences, social sciences, fine and performing arts, and the professional programs within a residential and sustainable living and learning environment. Organized into thematic learning communities, Ramapo College provides academic excellence through its interdisciplinary curriculum, international education, intercultural understanding and experiential learning opportunities.

ASSISTANT DEAN OF TEACHER EDUCATION

JOB SUMMARY:

The Assistant Dean for Teacher Education reports to the Dean of Social Science & Human Services and oversees undergraduate programs at the College. The Assistant Dean provides leadership by working in collaboration with faculty and articulates and effectively communicates a vision of teacher education, develops programs, monitors and assures program accreditation, recruits and monitors students, develops a network of school partners and represents the program to internal and external audiences.

REQUIREMENTS:

Requirements include a Ph.D or Ed.D in education or related field, strong organizational leadership, communication and collaboration skills, a record of scholarship, knowledge of and experience with TEAC accreditation and NJ law or its equivalent from another state, experience in Pre K-12 schools and college education. Knowledge of and experience with grant writing desired.

All applications must be completed online at: http://www.ramapojobs.com. Qualified persons should submit “on-line” application, cover letter and curriculum vitae including contact information for at least three references. Hard copies of resumes and/or applications will not be accepted.

Review of applications will begin immediately and continue until the position is filled. Position offers excellent state benefits.
RAMAPO COLLEGE OF NEW JERSEY
505 Ramapo Valley Road
Mahwah, NJ 07430

"New Jersey's Public Liberal Arts College”
Ramapo College is a member of the Council of Public Liberal Arts Colleges (COPLAC), a national alliance of leading liberal arts colleges in the public sector.

EEO/AFFIRMATIVE ACTION COPY

Insert Bid Specification black and white Arch for Print ads

RAMAPO COLLEGE OF NEW JERSEY
SAMPLE ADVERTISEMENT 2

Develop two (2) sample ads using:

Sample wording for “Bid Specification Sample #2.picture Ad.doc”

RAMAPO COLLEGE OF NEW JERSEY

AFFIRMATIVE ACTION ADVERTISING AUTHORIZATION FORM

Journal Science (DEPT.25)

* * * AD COPY * * *

Ramapo College of New Jersey is located in the beautiful foothills of the Ramapo Mountains approximately 25 miles northwest of New York City. Accredited by the Middle States Commission on Higher Education, Ramapo College is a comprehensive institution of higher education dedicated to the promotion of teaching and learning within strong liberal arts based curriculum, thus earning the designation “New Jersey’s Public Liberal Arts College.” Its curricular emphasis includes the liberal arts and sciences, social sciences, fine and performing arts, and the professional programs within a residential and sustainable living and learning environment. Organized into thematic learning communities, Ramapo College provides academic excellence through its interdisciplinary curriculum, international education, intercultural understanding and experiential learning opportunities.

DEAN OF THE SCHOOL OF THEORETICAL AND APPLIED SCIENCE

JOB SUMMARY:

Ramapo College seeks outstanding candidates for the position of Dean of the School of Theoretical and Applied Science. The school has over 1000 students enrolled in programs including Biochemistry, Bioinformatics, Biology, Chemistry, Computer Science, Engineering Physics, Environmental Science, Mathematics, and Nursing. The Dean reports to the Provost and provides vision and leadership for the School and its programs. The Dean is responsible for academic, administrative, and strategic planning, budgeting, recruitment, implementation of college policies, curricula and professional development of faculty and staff, evaluation of faculty for reappointment, tenure and promotion, academic program review and accreditation, fundraising and development activities, oversight of sponsored programs including externally funded grants and contracts, and relationships with advisory boards.

Requirements:

- An earned terminal degree in the sciences or science-related discipline
- At least three years administrative experience plus a clear understanding of assessment and accreditation processes
- A distinguished record of teaching, ongoing scholarship and service consistent with tenure requirements at Ramapo College
- A record of excellence in management, decision making, problem solving, consensus building, team work, leadership, communication skills, and in collaborating with others in building synergistic partnerships
- A broad understanding of the sciences and teaching of the sciences including evidence of advocacy for students, faculty, and staff
- A commitment to maintaining standards of excellence, to academic freedom, to the integration of technology within the curriculum, and to supporting faculty scholarship and student learning and research
• Model a deep commitment to an inclusive and diverse community and be comfortable working in a collective bargaining environment

All applications must be completed online at: http://www.ramapojobs.com. Qualified persons should submit “on-line” application, cover letter and curriculum vitae including contact information for at least three references, letter of interest, resume, and a list of three references. Hard copies of resumes and/or applications will not be accepted.

Review of applications will begin November 9, 2015 and continue until the position is filled. Position offers excellent state benefits.

RAMAPO COLLEGE OF NEW JERSEY
505 Ramapo Valley Road
Mahwah, NJ 07430

"New Jersey's Public Liberal Arts College"
Ramapo College is a member of the Council of Public Liberal Arts Colleges (COPLAC), a national alliance of leading liberal arts colleges in the public sector.

EEO/AFFIRMATIVE ACTION