



Request for Proposal

For: New Jersey Department of Corrections Custody Recruitment Campaign

Event	Date	Time
Questions and/or Request for Clarification Due Date	3/21/2025	5:00 PM
Answers and/Clarifications	4/4/2025	5:00 PM
Mandatory/Optional Site Visit	N/A	TBA
Proposal Submission Date	4/18/2025	2:00 PM

Dates are subject to change. All changes will be reflected in Addenda to the Request for Proposal (RFP) posted on the Department of Corrections website.

<https://njdoc.gov/pages/grants.html>

RFP Issued By:

State of New Jersey
Department of Corrections/Recruitment Unit
PO Box 863
Trenton, New Jersey 08625

Date: 03/6/2025

Purpose and Intent

The New Jersey Department of Corrections (NJDOC) is seeking external expertise to design, implement, and engage the public in a recruitment campaign to increase interest in joining the New Jersey Department of Corrections.

The NJDOC continues to struggle to attract new recruits. In response, the NJDOC has established a full-time recruitment unit designed to promote and attract candidates throughout New Jersey and surrounding States. The unit engages with community and professional organizations, attends local events, and partners with minority and women's organizations to recruit a diverse and talented workforce.

1. Background

The NJDOC is responsible for the operations and management of correctional facilities in the State of New Jersey. The department operates nine (9) correctional facilities comprised of eight (8) male facilities and one (1) female facility. The NJDOC's correctional facilities and thirteen Residential Community Reintegration Programs house a combined total of approximately 13,000 incarcerated persons in minimum, medium, and maximum-security levels. Locations of the NJDOC facilities can be found at <https://www.nj.gov/corrections/pages/index.shtml>

Staff shortages among correctional agencies are an ongoing national trend. The NJDOC is seeking an advertising and strategic communications firm to assist in the development and execution of a multi-channel advertising campaign to increase officer recruitment.

The NJDOC is seeking external expertise to continue to advance the progress made over the past two (2) years by launching a second recruitment campaign to attract interest in joining the New Jersey Department of Corrections.

1.1 Scope of Services

The NJDOC intends to launch a multi-media campaign to recruit Correctional Police Officers (CPO). This includes a campaign designed to drive overall NJDOC CPO employment opportunity awareness, direct responses, and enhance CPO retention. This campaign aims to increase awareness, visibility, positive perceptions, drive candidate response and create a call to action for becoming a CPO. The campaign is set to run for three (3) years, with an anticipated launch date in May 2025 and continuation through June 2028. Please note that these dates are subject to change. The awarded Vendor(s) {Contractor(s)} will be notified of any contract modifications.

Below is an outlined of the services that NJDOC is requesting as a reference The NJDOC is eager to evaluate creative materials that address the targeted markets, along with an integrated

media, social media, and public relations (PR) plan designed to engage the target audience and drive meaningful responses.

- A.** The Vendor(s) {Contractor(s)} shall provide;
 - 1. A project plan including the timeframe for project completion, specific description of, and schedule for deliverable items, and a schedule of labor and mark-up costs associated with specific events and deliverables. All products received during the bid advertisement become the property of the State.
 - 2. A detailed approach to perform the SOW reflecting the requirements of the engagement including, but not limited to, campaign details, collateral, social media plan, media plan, and associated research.
 - 3. Person-hour and/or labor category mix: a comprehensive chart showing the person-hours proposed to meet the requirements of the request for competitive engagement pricing. The chart shall be designed to reflect the tasks, sub-tasks, or other work elements required by the request for competitive engagement pricing. The chart shall set forth, for each task, sub-task or other work element, the total number of person-hours, by labor category, proposed to complete the scope of work.
- B.** This recruitment and awareness campaign will include, but is not limited to, the following overall scope of work for a comprehensive, strategic advertising campaign;
 - 1. Market Research
 - 2. Analyze Target Markets/Strategic Planning
 - 3. Media Identification/Placement
 - 4. Creative Development/Branding Across Media Platforms
 - 5. Social Media Management/Web Design
 - 6. Public Relations
 - 7. Event Identification/Management
 - 8. Tracking and Reporting

1.2 Scope of Work

This Scope of Work (SOW) shall be used as a guide for services.

Market Research

- A.** The Vendor(s) {Contractor(s)} shall research and identify target markets and their demographics, to understand potential media opportunities for market penetration, potential barriers to officer recruitment, including levels of awareness, key concerns about trust, efficacy confidentiality, and major motivators.
- B.** Data collected, will enable the ability to;
 - 1. Analyze Target Market Analyzation/Strategic Planning;
 - a. Identify target audience(s);
 - b. Identify what specific media to use;
 - c. Identify timing, frequency, penetration, and length of placement;

- d. Identify the allocation of placement dollars within the selected media and
- e. Provide justification for each element of the media plan detailing maximum impact, cost effectiveness, and return on investment

Creative Development/Branding Across Media Platforms

- A. The Vendor(s) {Contractor(s)} shall execute an integrated creative and branding strategy by;
 1. Understanding campaign goals, brand guidelines, key audiences, outreach tactics, etc.
 2. The campaign shall build off the existing brand and campaign theme of “*Serve with Honor. Protect with Pride*”;
 3. Expand from the previous advertising campaign;
 4. Align with existing message and brand guidelines while continuing to enhance and innovate to meet candidate expectations;
 5. Creating a cohesive image to engage potential recruits both on- and off-line, integrating a clear message spurring confidence, and establishing positive relationships in communities across the State and
 6. Crafting appropriate concepts and developing visual, photographic, video, digital, and other assets as part of a multi-channel content strategy and in alignment with campaign vision i.e., using existing marketing taglines, copywriting, establish a style guide to reinforce authentic campaign personality and voice, as well as to ensure consistency across channels.

Social Media Management/Web Design

- A. The Vendor(s) {Contractor(s)} shall;
 1. Create messaging that effectively conveys the campaign using clear, concise and repeatable language;
 2. Utilizing social media and social media presence to generate publicity and grow the awareness of opportunities for employment and careers with the NJDOC;
 3. Utilize social media tools and technology to support day to day marketing efforts;
 4. Develop website materials that are informational on CPO recruitment and
 5. Provide guidance and feedback on website development, specifically participant touchpoints and user experience, visuals and navigational elements throughout website.

Media & Public Relations Identification/Placement

- A. The Vendor(s) {Contractor(s)} shall;
 1. Strategically place advertisements/PR in appropriate media, including but not limited to, highly populated demographic concentrations, and in proximity to correctional facilities including neighboring States.
 2. The recruitment strategy implemented shall be thorough and focus on attracting diverse candidates;

3. Produce, and distribute the NJDOC recruitment message in a cohesive media mix which may contain:
 - a. Social Media
 - b. Mobile
 - c. Video
 - d. Search
 - e. OOH (Out of Home)— billboards, gyms, schools and universities, etc.
 - f. National TV
 - g. Local TV
 - h. Radio
 - i. Desktop
 - j. Print
 - k. Direct Mail

Public Relations

- A. The Vendor(s) {Contractor(s)} shall navigate ways for breaking through the noise and generating earned media opportunities in New Jersey and the national press by;
 1. Executing a targeted public relations campaign to generate awareness amongst the residents of New Jersey through publicity in print, broadcast, social media platforms, other media and online outlets;
 2. Assist with regular communication of thousands of potential applicants, generate continued interest and target messaging to guide applicants through the process.
- B. Provide PR counsel and support through;
 1. Writing and editing correspondence, emails, message templates and other communications to foster personalized engagement with prospective candidates;
 2. Amplifying trusted and diverse voices to promote officer recruitment;
 3. Create a monthly or bi-monthly email marketing campaign;
 4. Conduct in-person executive/media coaching sessions for NJDOC recruitment officers;
 5. Distribute the new external messaging to the target audience and
 6. Identify key opportunities to promote the Department, focusing on outlets that appeal to the target audience.

Tracking and Reporting

- A. The Vendor(s) {Contractor(s)} shall;
 1. Provide timely and comprehensive reports to the NJDOC concerning all campaign matters, including the rationale and recommended media buys for each project i.e., budget, media flight dates, reach and frequency data, and location and outlet information;
 2. Track coverage and measure overall efforts, delivering weekly status;
 3. Comprehensive monthly, reports including estimated number of impressions and media value;

4. Provide daily community management and monitoring of social media accounts, producing reports on digital marketing and paid content, publishing, and performance-tracking;
5. Measure awareness or persuasion programming, tracking metrics such as enthusiasm, impressions, click-through rates, etc.;
6. Vary approach based on ad frequency, format, and creative message in a nimble way;
7. Provide on-demand updates to the NJDOC as needed during an engagement to review overall project status, programmatic details, and other issues for approval or to ensure timely delivery and successful campaign outcomes. The agency will implement a dashboard system for real-time performance metrics;
8. Examine or audit advertising and media placements for consistency in quality, timing, position, and distribution;
9. Provide Google Analytics and back-end measurement tool reports weekly during the recruitment opening periods, with a final detailed report per campaign, including QR code usage and conversion rates.
10. Additional coordination with Customer Relationship Management CRM vendor and consultant in identifying challenges and developing a seamless recruitment process.

B. The NJDOC will hold regular meetings (e.g., weekly, bi-weekly) with agency to discuss progress identify emerging challenges, and brainstorm potential solutions. Participate in conference calls and meetings with the NJDOC as needed to review the status of the current project and address programmatic details and issues to ensure timely delivery and successful outcomes of the campaign.

Artwork and Mechanicals

- A.** In effectuating the campaign, the Vendor(s) {Contractor(s)} shall provide the following;
1. Prepare preliminary creative materials, as planned and scheduled, and present them to NJDOC for approval. Creative material preparation of any type shall include a web placement plan. Additional approaches such as social media may be requested by NJDOC at any time during the review and approval process;
 2. Furnish clear and complete printing specifications to NJDOC for each proposed printing item. The specifications shall include factors such as size, quantity, paper stock, color of inks, copy, layouts, artwork and mechanicals;
 3. Charge only one time for all artwork or logo, electronic or otherwise, that may be used in multiple forms, formats and software applications.
 4. Create digital photo and video library that will make a memorable, human connection with viewers and
 5. Capture photography and videography that supports a refreshed campaign using various methods including drone photography.

1.3 **Additional Deliverables**

- A. The NJDOC request that the vendor(s) {Contractor(s)} provide the following:
1. Main NJDOC image video (Who we are, who we serve, mission, brand);
 2. Recruitment video (Cinematic, high impact story telling video);
 3. Recruitment video demonstrating NJDOC career paths (fast paced video highlighting NJDOC Specialized units);
 4. Recruitment “Explainer Video” (requirements, qualifications and hiring process);
 5. Recruitment “Day in the Life” video (follow various officers on duty);
 6. Micro-content (a steady campaign of boosted social media specific video vignettes for social media);
 7. Virtual Open House” a 30-minute live stream show featuring a host of guest, incorporating the produced videos and
 8. Graphic Support – social media graphics including but not limited to, infographics, events and announcements.

2. **Submission of Proposal**

In order to be considered for award the proposal bidders must submit all required documentation throughout the RFP to COHQ.Procurement@doc.nj.gov no later than **Friday April 18, 2025 by 2:00 PM** with a subject line **“2025 Custody Recruitment Campaign”**.

Proposals may also be submitted via parcel mail and must be postmarked by the Friday April 18, 2025 deadline. They can be sent to:

**New Jersey Dept. of Corrections,
Office of Financial Management; Bureau of Procurement & Contract Management
Attn/ Katrice Scott-Leonard
Central Office Headquarters
Admin Bldg. Rm 213
1400 Stuyvesant Ave
Trenton, NJ 08625**

Vendor presentations are optional. If the Vendor(s) {Contractor(s)} wish to schedule a presentation in person or via TEAMS or Zoom, please include this request in your proposal.

ANY PROPOSALS NOT RECEIVED ON TIME WILL BE REJECTED.

3. **Pricing**

Vendor(s) {Contractor(s)} shall submit a detailed description and price in their proposal including, but not limited to, the total cost and *dates to which prices are firm.*

4. Review

Proposals will be evaluated and ranked based upon the qualifications of the Bidder, experience, capability/capacity to provide services and overall cost effectiveness. Failure to submit a proposal containing all elements specified in the RFP will negatively affect the review of the proposal.

5. Questions and/or Requests for Clarification

Questions and/or requests for clarification must be submitted to:

COHQ.Procurement@doc.nj.gov ***No later than Friday March 21, 2025 by 5:00 PM***, with a subject line **“2025 Custody Recruitment Campaign”**

Questions cannot be answered by telephone.

If it becomes necessary to clarify or revise this RFP, such clarification or revision will be by addendum. Any addendum will become part of any awarded as a result of this RFP.

All RFP addenda will be posted on the NJDOC website. There are no designated dates for release of addenda. Therefore, interested Vendor(s) {Contractor(s)} should check the DOC website daily from the time of the RFP issuance through the proposal submission deadline. It is the sole responsibility of the Vendor(s) {Contractor(s)} to be knowledgeable of all addenda related to this procurement.

6. State Registration/Documentation Requirements

If your company is not a New Jersey registered vendor or currently hold a New Jersey State contract adhere to the following:

The State of New Jersey requires all vendors to register through the NJSTART portal. Click the following NJSTART link to register, update or review the vendor profile

njstart@treas.nj.gov or call (609) 341-3500 Monday to Friday between 8:30am to 4:30pm.

The following documents must be completed, signed where indicated and submitted prior to award of purchase order:

- State of New Jersey Standard Term and Conditions Delegated Purchasing Authority
- Ownership Disclosure Form
- Disclosure of Investigations and other Actions Involving Vendor
- Disclosure of Investment Activities in Iran Form
- Two-Year Chapter 51/Executive Order 117 Vendor Certification and Disclosure of Political Contributions
- Chapter 271 Vendor Certification and Political Disclosure Form
- MacBride Principals Form
- Proof of Business Registration

- Certificate of insurance/ ACORD
- Source Disclosure Form
- Russian Belarus
- Affirmative Action/ Equal Employment Opportunity Compliance Information Report (AA 302)

All of the above forms can be completed & submitted/uploaded through the NJSTART vendor portal

- Affirmative Action & Equal Employment Opportunity Compliance (AA/EEOC-AA-302)

The New Jersey Department of Treasury, Division of Purchase and Property's (DPP) Contract Compliance and Audit Unit (CCAU) is excited to announce that the AA/EEOC Employee Information Report can now be submitted electronically. Electronic payments (credit card and echeck) for the \$150 certificate fee can also be completed at https://www.state.nj.us/treasury/contract_compliance/. These new online features will help expedite the process. For any vendor who is unable to file electronically, a hard copy of the form is still available online, and checks may also be mailed to CCAU. Once a vendor completes the online process and the payment is approved, they will receive an email providing instructions on how to print their AA/EEOC Employee Information Report Certificate. *Vendors are encouraged to utilize the online process whenever possible. The new electronic filing and payment options are posted online.*

- Business Registration Certification (BRC)

Businesses must be registered with the Division of Revenue, of the Department of Treasury. The NJ-REG process allows all businesses to register for all taxes and related liabilities to which a new business may be subject. Business registration forms and instructions are available at:

<https://www.state.nj.us/treasury/revenue/busregcert.shtml>