



# STATEMENT OF QUALIFICATIONS

for Jessica D. Ard  
Marketing & Communications  
Consultant Services

**Prepared For:**

Lee College  
Purchasing Agent Mr. Mike Sparkes  
200 Lee Drive  
Baytown, TX 77572  
RFQ No: 190807-01  
Issued: 08.07.2019

# Company Profile

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**Entity Name: Jessica Dawn Ard**  
**Years in Business: 8 Years (2011-2019)**  
**Form of Business: Sole Proprietor**

**Key Contact:**  
**Jessica Ard, Marketing Consultant**  
**Phone: 775.313.3382**  
**email: ard.jessica@gmail.com**  
**website: www.jessicaard.com**

**Ownership: Jessica Ard, Owner**

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*Describe your company's specific knowledge, experience and expertise in providing Marketing support, especially in higher education.*

Marketing Consultant has provided marketing and communications support to all Center for Workforce and Community Development departments since September, 2017, including CWCD Operations, Community Education, Senior Adult & Travel, Small Business Development Center, Risk Management Institute, Industrial Craft Training Program, Healthcare Program, Kids at College Summer Camp Program, EnergyVenture, Other Workforce Programs (Fiber Optics, PLC), and GRADCafe.

Marketing and communications support included creating interest for the CWCD's services and working with the leadership team and program managers to market the Center's mission and its program to the community. Marketing and communications duties for the CWCD included: press releases, student success stories, email marketing, special publications, reports & analysis, video scripts and production, website management, social media marketing, print marketing, graphic design, photography, event management, and community relations.

In addition to providing marketing support for CWCD programs in Baytown and the McNair Center, Consultant has also provided assistance building out the Lee College Education Center South Liberty County. Marketing support was provided for the Kids at College Summer Camp Program (Preview Day marketing, camp photography, communication with the Liberty Advisory Committee, etc.), the Risk Management Institute (radio scrips, flyers/poster design, etc.), Force-Liberty Edition, and Dual Enrollment marketing (Rebel Round-Up).

# Customer References

## Dr. Angela Oriano

Vice President of Workforce and Community Development  
Lee College Center for Workforce and Community Development  
909 Decker Drive, Baytown, Texas 77520  
aoriano@lee.edu • O: 281.425.6453 • C: 319.850.0595

## Susan Smedley

Vice President of Integrated Marketing and Communications  
University of Central Missouri  
P.O. Box 800, Warrensburg, MO 64093  
susansmedley64@gmail.com • C: 361.318.8897

## Dates of Services: September 6, 2017 - August 31, 2019

**Scope of Services:** Created interest for the Center for Workforce and Community Development's services and worked with the leadership team and program managers to market the Center's mission and its program to the community. Performed various marketing and communications duties for the CWCD including: press releases, student success stories, email marketing, special publications, reports & analysis, video scripts and production, website content, social media marketing, print marketing/graphic design, photography, event management, and community relations.

*Creative Services - Graphic design, Copywriting, and Print Requests Includes: agendas/programs, brochures, business cards, course certificates, editorials/content, evaluation & interest sheets, financial assistance application, flyers, giant checks, information sheets, invitations & envelopes, mailing labels, Operational materials (data change, certificate request, check off forms, etc.), outdoor banners, posters, postcards, press releases, print advertisements, promotional design (flags, wearables, coffee mugs, tote bags, etc.), registration forms (Healthcare, Senior Adult & Travel, KAC, COB Wellness Center), student/instructor guide covers, student & instructor parking pass, table tents, yard signs, and other as-requested design/copywriting/print requests.*

*Website Management Services Includes: weekly updates/revisions via WordPress to all CWCD pages (30+), and submitting Web Requests as needed to Web Services Manager including CWCD homepage edits and LC homepage sliders.*

*Digital Management Services Includes: Lee College plasma design/scheduling, social media management (monitoring of pages/answering questions/posting new content, and photos), photography services for special events, eNewsletter design/scheduling, and videography services (student success, events, etc.)*

*Miscellaneous Marketing Services Includes: special event management/representation, inter-departmental consultations, emergency/special message management, updating Calendar of Events, print shop pickups/delivery coordination, employee appreciation, and other duties as assigned.*

*Turnkey Publication Package for Force Magazine Includes: production/distribution of publication schedule, reminders to team members for courses due/SM report runs, attendance at department group edits, collection of articles/photos from GRADcafe/SBDC/Corporate Training, etc., writing/producing/photos for non-supplied editorials (ex: Meet Meia, Student Success Story, Ask Tena), word doc compilation (including re-writing of SM reports to adhere to AP Style/content organization), Word doc group edit, layout design of 16-24 pages, layout group edit and finalization. Post-Production Includes: export for and send to print, export for and submit web request for posting on CWCD pages, updates to all CWCD pages (30+) listing courses in publication and links to SM registration pages via WordPress, development of digital Flipbook edition, Calendar of Events Word Doc, design/prescheduling of emails via Constant Contact and AllUsers (healthcare, industrial, RMI, CE, Senior Adult & Travel, other misc.), design/preschedule social media posts for all publication content/sharing for LC page, boosting of SM posts, design/print of outdoor banners, design and printing of any requested flyers (RMI, Workforce Training), design and sending of LC plasma screens, design and web request for LC homepage sliders, other marketing tasks as needed.*

**Marketing Support Provided For:** CWCD Operations, Community Education, Senior Adult & Travel, Small Business Development Center, Risk Management Institute, Industrial Craft Training Program, Healthcare Program, Other Workforce Programs (Fiber Optics, PLC), and GRADcafe, in both Baytown and Liberty.

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**“Jessica's organizational and marketing skills were excellent, which was huge asset to the success of the company. She will succeed in any future professional endeavors that she takes on.”**

**- Jennifer Cinquini, Vice President of Operations, past client**





# Proposal

Mr. Mike Sparkes  
Lee College Purchasing  
200 Lee Drive, Rundell Hall, Suite 209  
Baytown, Texas 77520

Dear Mr. Sparkes,

I am pleased to provide you with my Statement of Qualifications for Lee College's Center for Workforce and Community Development. As requested in the Request for Qualifications, the attached Proposal includes the information requested by Lee College. Over the past 23 months, I've had the humbling and honoring opportunity to work with the CWCD at Lee College as a Marketing Consultant covering for the Marketing and Community Coordinator position. In this role, I was responsible for creating interest for the Center for Workforce and Community Development's services and worked with the leadership team and program managers to market the Center's mission and its program to the community. The scope of work performed in this role included, but was not limited to:

1. Management of the quarterly publication, Force.
2. Provided strategic/backup support and inter-department coordination between the CWCD and the Lee College Marketing and Public Affairs Department for website management, photography, videography, and graphic design.
3. Designed and produced printed materials to promote CWCD programs including flyers, invitations, banners, posters, print advertisements, yard signs, annual Kids at College Summer Camp Guide, and more.
4. Designed, produced, and scheduled digital materials to promote CWCD programs including social media posts, eNewsletters (via Constant Contact), Lee College plasma screens, and web rotators.
5. Maintained over 30 website pages to reflect integrated marketing content.
6. Assisted CWCD leadership team with community development activities, as requested.
7. Provided onsite photography and videography services for special events, student success stories, company gatherings, etc.
8. Wrote and distributed press releases in conjunction with quarterly events/announcements.

Under this proposal, I will continue to provide expert marketing and communications skills that enable me to function as an extension of the CWCD team at Lee College in Baytown, Texas. I look forward to continuing my efforts in working with Lee College on future marketing projects. Please contact me should you required any additional information and/or to arrange a follow up meeting.

Warmest Regards,  
Jessica Ard

### 3.2 Qualifications and experience of the firm:

*(a) Provide a description of the firm including firm's history, size, and staff composition;*

#### The History

Jessica Ard, Marketing Consultant, provides high-quality marketing and communications services for mid-to-large companies and organizations within the Greater Houston area. Based in League City, Texas, and owned/operated by Jessica Ard, the Consultant offers creative solutions for graphic design, copywriting, website management, photography, videography, social media management and more. Prior to launching this independent firm, Mrs. Ard worked as a Freelance Graphic Designer, a Marketing & Advertising Coordinator for an online job posting company, an Assistant Editor/Production Artist for a small print shop, and completed two internships including one at an advertising agency. Mrs. Ard graduated with distinction from the University of Nevada, Reno, with a Bachelor of Arts in Journalism, emphasis in Advertising.

#### The Mission

To provide clients with comprehensive marketing solutions and deliver the highest-quality work at an unmatched turnaround.

#### The Services

Specializing in integrated marketing services, the Consultant believes an effective message is a cohesive message that is communicated through as many channels as possible including public relations, advertising, collateral development, social media, and electronic communication. To achieve this goal, the Consultant offers a variety of services including graphic design, copywriting, press releases, photography, videography, event management, eNewsletters, schedule production, and more.

#### Advantages

There are several distinct advantages of contracting with the Consultant. First, the key to the Consultant's success is her **fast turnaround** time. Instant communication with her clients by phone or email, and delivery of final products in a consistent, expedited timeframe enables her clients to get what they need when they need it. In addition, the Consultant serves as a **"one-stop-shop"** for all marketing needs including print, digital, web, PR, video, and photos. All CWCD employees are able to submit a Marketing Request Form to one individual, helping to streamline marketing efforts and allow for ease in submitting requests. As a one-person business, the Consultant has the capability to provide all the services of a full Marketing Team and can handle a large influx of projects with efficiency. Furthermore, she is dedicated to producing **high-quality products and services** that satisfy her clients' needs. As a business owner herself, she understands the critical need for high-quality products that reflect the CWCD's reputation. Finally, contracting with the Consultant is a **cost-effective** means for Lee College to secure their marketing needs without the overhead cost of recruiting, hiring, training, and paying a full-time employee.

*(b) Explain how your firm is organized and how its resources will be applied to the CWCD's work;*

Sole proprietorship business is owned and operated by a single individual who operates efficiently. See above **Advantages**.

*(c) Provide the address of the corporate headquarters, list of all offices in Texas, and total number of employees within Texas;*

**Jessica Ard**  
**522 Stoneridge Terrace Lane**  
**League City, Texas 77573**  
**Total Number of Employees: 1**

“Jessica demonstrated an exception drive for success and excelled in her work for Workin.com. Her ability to efficiently coordinate with all other departments and her prompt turnaround were pivotal in the growing success of the company.”

- Eric Swanson, President,  
 Workin.com, past client



(d) Demonstrate your firm's understanding, knowledge and experience to provide the services described in the Scope of Services;

In efforts to achieve the mission of the CWCD, the department currently operates by a quarterly schedule, developed by the Marketing Consultant. Over the past 23 months, the Consultant has provided the services described in the Scope of Services to the CWCD including:

1. **Management of the quarterly publication, Force**, including:
  1. Developing and distributing quarterly publication schedules
  2. Collecting content for publication from internal/external departments
  3. Writing editorial content & securing photographs (Student Success, Ask Tena, etc.)
  4. Designing the publication, and exporting for print/web.
  5. Developing the digital Flipbook edition.
  6. Designing integrated marketing messages for digital mediums
2. **Provided strategic support and inter-department coordination between the CWCD and the Lee College Marketing and Public Affairs Department.** Served as an extended member of the Marketing Team to offer additional support for website maintenance, graphic design, copywriting, photography, and videography.
3. **Designed and produced printed materials** to promote CWCD programs including flyers, invitations, banners, posters, print advertisements, yard signs, annual Kids at College Summer Camp Guide, and more. Designed and produced CWCD operational materials including business cards, registration forms, parking passes, evaluations/interest sheets, financial assistance applications, certificates, etc.
4. **Designed, produced, and scheduled digital materials** to promote CWCD programs including social media posts/ads, eNewsletters (via Constant Contact), Lee College plasma screens, radio ads, and web rotators.
5. **Managed over 30 website pages** to reflect integrated marketing content. Created direct links to registration pages to optimize user-friendly features of the website. Coordinated the development of multiple redirect urls for ease in accessing website pages. Updated webpages on a weekly basis to ensure up-to-date content.
6. **Assisted CWCD leadership team** with community development activities, as requested.
7. **Provided onsite photography and videography** services for special events, student success stories, company gathering, and more. Wrote/produced video scripts and short videos for distribution on social media platforms.
8. **Wrote and distributed press releases** in conjunction with quarterly events/announcements.

(e) Missing from RFQ - PDF

(f) Missing from RFQ - PDF

(g) Provide evidence of at least three (3) years of experience providing similar services as described in this RFQ;

**CWCD Publications (graphic design/copywriting)**

Dec. 2017- Feb. 2018: <http://www.lee.edu/workforce/files/2017/12/2017-12-to-2018-02.pdf>  
 March-May 2018: <http://www.lee.edu/workforce/files/2017/12/2018-03-to-05.pdf>  
 June-August 2018: <http://www.lee.edu/workforce/files/2017/12/2018-06-to-08.pdf>  
 2018 Kids at College Summer Camp Guide: <https://www.dropbox.com/s/ozj59eue7sx7p7a/2018%20Summer%20Camp%20Guide%20-%20FINAL.pdf?dl=0>  
 Sep.-Nov. 2018: <http://online.fliphtml5.com/sqlgk/admf/>  
 Dec. 2018-Feb. 2019: <http://online.fliphtml5.com/sqlgk/tpzu/>  
 March-May 2019: <http://online.fliphtml5.com/sqlgk/bnts/>  
 June-August 2019: <http://online.fliphtml5.com/sqlgk/lttg/>  
 2019 Kids at College Summer Camp Guide: <http://online.fliphtml5.com/sqlgk/qeyf/>  
 Sep.-Nov. 2019: <http://online.fliphtml5.com/sqlgk/nqzg/>

**CWCD Facebook Page (for social media content)**

[www.facebook.com/centerforworkforce/](http://www.facebook.com/centerforworkforce/)

**CWCD Videos (for digital content)**

82nd Annual Easter Rodeo, Liberty, TX: <https://www.youtube.com/watch?v=ArciW69SBWE&t=1s>  
 Senior Adult & Travel 30 Year Video: [https://www.youtube.com/watch?v=\\_WIColxQQ4&t=5s](https://www.youtube.com/watch?v=_WIColxQQ4&t=5s)  
 Student Success Story: <https://www.youtube.com/watch?v=uLI22o9dcAM>  
 Join the Team: <https://www.youtube.com/watch?v=59mKLTdyEka&t=2s>

**For more examples of previous experience and services please visit:**

1. Start Smart Consulting (logo design & website) [www.startsmartconsult.com](http://www.startsmartconsult.com)
2. Consultant website (portfolio) [www.jessicaard.com/portfolio](http://www.jessicaard.com/portfolio)

(h) Describe level of effort and steps taken to perform the services of the like and kind described in this solicitation.

Please refer to the Estimated Level of Effort chart to right of page and Level of Effort Service Descriptions on page 6.

## MARKETING & COMMUNICATIONS Estimated Level of Effort

Service & Description	Estimated Percent Of Time Allotted Per Quarter	Estimated Hours Per Quarter
Creative Services <i>(Graphic design, Copywriting, and Print Requests)</i>	30%	124.8
Website Management Services	10%	41.6
Digital Management Services	10%	41.6
Miscellaneous Marketing Services	10%	41.6
Turnkey Publication Package for Force Magazine	40%	166.4
<b>TOTALS</b>	<b>100%</b>	<b>416 Hours per Quarter</b>

Please refer to the Estimated Level of Effort chart above, and Level of Effort Service Descriptions on page 6. Please also refer to 4.0 Schedule of Items & Prices for complete chart including: percent of time allotted per quarter, estimated hours per quarter, estimated total per quarter, and estimated total per year for each service described in the Scope of Work.

### 3.3 Past Performance with Lee College - Provide a descriptive overview of projects with which your firm has previously done with Lee College, including outcomes.

#### Past Performance with Lee College (September, 2017 - August, 2019)

##### Quarterly Center Publication

- Scheduled, designed, produced all Center publications x 8.
- Scheduled, designed, produced Kids at College Summer Camp Guide x 2.

##### Website Management

- Submitted over 300+ revisions via WordPress to 30+ CWCD website pages to reflect up-to-date information and course offerings.
- Submitted over 100 web requests to Web Manager on behalf of the CWCD.

##### Print Requests

- Submitted over 245+ print requests on behalf of the CWCD (per TRAC Solutions) (average of 30+ per quarter).

##### Graphic Design

- Provided design services in both print and electronic forms for operational forms, business cards, flyers, plasmas, rotators, social media posts, yard signs, invitations, cards/envelopes, agendas/programs, labels, table tents, posters/foam cores, signage, brochures, print ads, etc.

##### Copywriting

- Provided copywriting services for radio ads, quarterly publication editorials, social media content, newspaper ads, flyers, and press releases.

##### Eblasts via Constant Contact and AllUsers

- Designed, wrote, and scheduled over 120 eNewsletters.

##### Social Media Management:

- Wrote/designed/scheduled over 50+ posts on social media per quarter (totaling over 400+).
- Increased online SM followers 163% from 395 (Sep. 2017) to 1,039 (August 2019).
- Increased page "likes" 122% from 450 (Sep. 2017) to 1,002 (August 2019).

##### Videography:

- Wrote, filmed, and produced promotional videos for the CWCD including student success stories, Join the Team, testimonial videos, special event videos, etc.

### 3.4 Quality of service and extent they meet Lee College's needs:

a) Proposer shall clearly define its in-house capability and capacity to perform the work identified in the Scope of Work. Your response must describe the various technologies, tools, methods, and technical expertise that you will provide and/or that will be used in the delivery of the services and how that will be of benefit in the delivery of services to Lee College's CWCD;

In-house capabilities and capacity to perform the work identifies in the Scope of Work include press releases, student success stories, email marketing, special publications, reports & analysis, video scripts and production, website management, social media marketing, print marketing/graphic design, photography, event management, and community relations. Technology/tools used and expertise include: MacBook Pro, CorelDRAW, Adobe Creative Suite, Nikon D5300, iMovie, and Microsoft Office Suite.

b) Please identify the key metrics used to measure performance in delivering services. Response should indicate the frequency of the measurement, how it will be used to continually improve performance, and how this information will be shared with Lee College.

#### Key metrics used to measure performance in delivering services include:

**Reports/Analytics:** Consultant will supply reports/analytics where and when available including (but not limited to) social media report summary/insights, number of prescheduled posts, reports via TRAC for print requests, reports via Web Manager for revisions and Web Requests submitted on behalf of the CWCD, Open/Click rates for newsletters via Contact Contact, and other misc. reports as requested.

**Quality of Work:** Consultant will meet with client to determine the degree to which deliverable services meet and exceed expectations. Evaluations to processes will be implemented on any work that is redone or rejected.

**Reliability and Responsiveness:** Consultant will meet with client to access level of reliability and responsiveness from Consultant. Immediate adjustments will be made for any area deemed unsatisfactory to client. Consultant will also meet with client to access the timeliness of each project and client will provide performance evaluations when necessary.

#### 4.0 Schedule of Items & Prices

*Instruction: Prices will be firm and fixed for the contract term. Please provide hourly rate. If hourly rate varies for different types of work, please provide such detail.*

Per Request for Qualification instructions, Schedule of Items & Pricing provided in a separate sealed envelope and includes hourly rate for services.

## Level of Effort Service Descriptions

### Creative Services - Graphic design, Copywriting, and Print Requests Includes:

agendas/programs, brochures, business cards, course certificates, editorials/content, evaluation & interest sheets, financial assistance application, flyers, giant checks, information sheets, invitations & envelopes, mailing labels, Operational materials (data change, certificate request, check off forms, etc.), outdoor banners, posters, postcards, press releases, print advertisements, promotional design (flags, wearables, coffee mugs, tote bags, etc.), registration forms (Healthcare, Senior Adult & Travel, KAC, COB Wellness Center), student/instructor guide covers, student & instructor parking pass, table tents, yard signs, and other as-requested design/copywriting/print requests.

**Website Management Services Includes:** weekly updates/revisions via WordPress to all CWCD pages (30+), and submitting Web Requests as needed to Web Services Manager including CWCD homepage edits and LC homepage sliders.

**Digital Management Services Includes:** Lee College plasma design/scheduling, social media management (monitoring of pages/answering questions/posting new content, and photos), photography services for special

events, eNewsletter design/scheduling, and videography services (student success stories, events, etc.)

**Miscellaneous Marketing Services Includes:** special event management/representation, inter-departmental consultations, emergency/special message management, updating Calendar of Events, print shop pickups/delivery coordination, employee appreciation, and other duties as assigned.

### Turnkey Publication Package for Force Magazine

*Force Production Includes:* production/distribution of publication schedule, reminders to team members for courses due/SM report runs, attendance at department group edits, collection of articles/photos from GRAD Cafe/SBDC/Corporate Training, etc., writing/producing/photos for non-supplied editorials (ex: Meet Meia, Student Success Story, Ask Tena), word doc compilation (including re-writing of SM reports to adhere to AP Style/content organization), Word doc group edit, layout design of 16-24 pages, layout group edit and finalization.

*Post-Production Includes:* export for and send to print, export for and submit web request for posting on CWCD pages,

updates to all CWCD pages (30+) listing courses in publication and links to SM registration pages via WordPress, development of digital Flipbook edition, Calendar of Events Word Doc, design/prescheduling of emails via Constant Contact and AllUsers (healthcare, industrial, RMI, CE, Senior Adult & Travel, other misc.), design/preschedule social media posts for all publication content/sharing for LC page, boosting of SM posts, design/print of outdoor banners, design and printing of any requested flyers (RMI, Workforce Training), design and sending of LC plasma screens, design and web request for LC homepage sliders, other marketing tasks as needed.

*Force Magazine - Liberty Edition includes:* design, export/send to print, export for doc. distribution, submit web request for posting on Liberty site, send social media content/jpgs to Liberty FB page, design/print Liberty-only flyers as requested, other marketing tasks as needed.

*Kids at College Summer Camp Guide (yearly) includes:* design, export/send to print, export for doc. distribution, submit web request for posting on KAC site, web revisions via WordPress listing all courses/links to SM registration, design/prescheduling social media posts for all courses, ect.



**JESSICA ARD**  
*Marketing Consultant*

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