Chesapeake College

P.O. Box 8

Wye Mills, Maryland 21679

Request for Proposals:
Strategic Branding and Repositioning Services

For Specific Information please contact:

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September 15, 2021

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OBJECTIVE
Chesapeake College (the College) is seeking proposals for consulting and facilitation services to guide its strategic repositioning and rebranding process. These services will include a minimum of three phases: research and discovery, authentic identity development, and implementation.

PURPOSE

Chesapeake College (Chesapeake), Maryland's first regional community college, is a fully accredited, public, two-year institution serving the community for more than 50 years. Its open-admissions policy supports its mission to provide affordable, accessible education leading to transfer to four-year schools, immediate entry into the workforce, contract training to businesses and industry, as well as continuing professional studies and certifications, skill-building and personal enrichment courses not leading to degrees or certificates. Chesapeake's audiences are vast and diverse. As such, its brand should resonate with each of these groups as an authentic representation of the College and reinforce our unique selling proposition.

While Chesapeake College focused on refreshing our visual identity in 2015 (logo, tagline, colors, and style guide), the resulting artwork centered on an iconic representation of a wind turbine no longer installed on our Wye Mills campus. Subsequently, a "Pathways" version of our logo was developed for recruitment-driven marketing purposes. The athletics department has continued to use the pre-2015 logo with minor deviations and inconsistency, and the Chesapeake College Foundation has, until last year, used a fourth logo, entirely unrelated to the others. These iterations of the Chesapeake brand create confusion among both internal and external constituents, and all have failed to garner appropriate buy-in among our internal stakeholders.

In addition, the College has grown and our mission has evolved with the world around us in recent years—all while the market for higher education has become increasingly competitive. It is essential that we assess both *who we are* and *how we are perceived* then work to deliver a consistent and unified message—**not just visually but also in our actions**.

Chesapeake College is engaging for the first time in a comprehensive branding initiative built on extensive internal and external research, competitive market analysis, self-reflection, and stakeholder insight. This crucial discovery phase will inform the development of an authentic visual identity, establish our brand promise and centering idea, and distill our core values into

guiding principles our internal stakeholders can reinforce at every touchpoint—ideally through an "everything speaks" framework of customer service.

Implementation associated with the project, including a college-wide rollout of updated collateral for individuals and our offerings, should also be included in this proposal. Once completed, any future iterations of the brand would have a solid foundation upon which to build, vetted by research and anchored by a shared, and ultimately authentic, vision.

SCOPE OF SERVICES

The statement of services documents requirements and expectations from the vendor toward the successful implementation of Chesapeake's strategic rebranding and repositioning initiative. The requirements include the need for research and discovery, identity development, as well as implementation and transition.

The chosen firm will work with the College Relations and Marketing team, as well as senior leadership at the College, to facilitate this strategic rebranding and repositioning project. Successful applicants will submit a proposal designed to address the following. Please compose the proposal by addressing, at a minimum, each of the below phases including estimated timelines where applicable.

Phase I: Research and Discovery

The successful vendor will propose thorough and extensive research, including focus groups with internal and external constituents, surveys, SWOT analysis, one-on-one interviews with key stakeholder groups, regional and industry-specific competitive market analysis, and consumer research. This phase may or may not include detailed mapping of the customer journey, identifying potential internal barriers and external factors leading to an in-depth understanding of the influences on consumer behavior in our region.

Successful completion of this phase would inform the development of an authentic brand identity, brand promise and centering idea. The College has provided our 2019-2024 Strategic Plan in Appendix A for reference. The College is also available and expects to provide additional data as necessary from our Institutional Research department, including information gleaned as part of our recent strategic planning process.

Phase II: Authentic Identity Development

Findings from phase one will inform the authentic identity development process. Utilizing information from market research and discovery, the successful vendor will determine Chesapeake College's centering idea and brand promise, develop a visual identity, provide a comprehensive branding and research report, finalize the visual identity and assets, and provide a brand asset library.

During this process, multiple brand creative that includes visual assets, tone, voice and writing statements should be developed and presented. In order to determine the validity and resonance of the branding concepts, a panel review should be employed to test preference and effectiveness after the creative concepts have been finalized. This panel should be comprised of students, employees, parents and alumni. (The panel groups should be recruited during the focus groups and phone surveys and utilized during the process as needed.)

An executive summary of the panel review will be used to finalize the creative brand deliverables for the repositioning of Chesapeake College. All brand creative should be compiled into a digital library and made accessible to Chesapeake College. This includes comprehensive brand and style guide (including editorial style guide), logo(s), taglines/messages, and examples of visual elements (print/outdoor/web).

Phase III: Implementation

The successful vendor will develop a comprehensive implementation and communication plan with the College Relations and Marketing Team at Chesapeake College, to include multiple internal and external presentations and trainings (where applicable), as well as timelines and strategies for replacing legacy branded materials campus-wide. The vendor will also work with leadership at the College to recommend best practices for ensuring brand compliance and provide guidance on the implementation of an "everything speaks" framework of operations internally, to effectively reinforce our brand at every touchpoint.

TIMELINE

Vendor Selection Schedule

- Request for proposal distributed: September 17 ,2021
- Pre Bid meeting via Zoom October 1, 2021. Interested parties can register by emailing dcarroll@chesapeake.edu. After registration, Zoom meeting information will be sent.
- All questions should be emailed to ksmith@chesapeake.edu
- Cutoff for questions October 6, 2021 12:00 PM
- College responses to questions will be posted no later than October 7, 2021 4:00 PM.
  It is the bidder's responsibility to go to the college website to retrieve any Q&A or Addendum for this RFP. http://www.chesapeake.edu/about/procurement
- Electronic Bid Proposals due on or before October 14, 2021 11:00 AM
- Onsite interviews (if needed): November 19, 2021
- Anticipated selection of vendor/Contract Approval by Board of Trustees: December 16, 2021
- Anticipated start of contract: January 1, 2022

REQUIRED PROPOSAL ELEMENTS

Proposals should be no longer than fifteen (15) pages (this does not include the bid affidavit and certificate of insurance or financial statements) and should address the elements below:

- Submittal Letter

Include the RFP's title and submittal due date, the name, address, and telephone number of the responding firm. Include a contact person and corresponding e-mail address. The letter shall state that the Proposal shall be valid for a 60-day period and that the staff proposed is available immediately to work on this project. The person authorized by the firm to negotiate a contract with Chesapeake College shall sign the cover letter.

- Description and Organization of Firm

This section should provide information regarding the size, location, nature of work performed, years in business. Describe your firm's organizational structure. Provide the names of the professionals who will be responsible for this project. Please provide brief resumes for these individuals.

- References and Description of Experience

This section should identify similar projects that the firm has completed as outlined in the RFP. Use this section to indicate the areas of expertise of your firm and how that expertise will benefit Chesapeake College. Include one-page summaries of three (3) examples of similar work and the names and contact information of three (3) individuals familiar with your work that can be contacted by Chesapeake College staff.

- Project Overview

This section should clearly convey the firm's understanding of the nature of the work related to strategic branding and the general approach that will be used to implement the repositioning and rebranding project. This section should include, but not be limited to, a discussion of the organization of the project and the approach that will be used to meet the Scope of Services.

- Project Timeline

This section should clearly outline an estimated timeline corresponding to each phase within the Scope of Services, based on the firm's prior experience and understanding of the nature of the work related to market research, brand development, and implementation.

- Cost

This section must provide a total cost of the expected expenditures for the work described in this RFP. Cost proposed must include all consultant fees, preparation of deliverables, travel expenses per trip to Chesapeake College (if applicable), printing, etc.

- Signed Bid Affidavit (Refer to page 9)
- Certificate of Insurance (Refer to page 15)
- Company Financial Statements

Formatting Requirements

- Submission can be no longer than 15 pages in total including any appendices
- Document font: 12pt in an easily readable font such as Times New Roman, Calibri, or Arial
- Margins: no smaller than ½ inch on any side
- Single-spaced lines
- Do not use footnote/endnote feature of Word—if footnotes are needed, please manually enter them at the end of the document.

PROPOSAL EVALUATION/SELECTION PROCESS

The written responses to this RFP will be used to evaluate each consultant or firm's qualifications. Factors that will be considered in the selection of the consultant or firm will include:

- Completeness and quality of the proposal
- Description of firm and organizational structure
- Project overview
- Experience working with higher education clients, specifically related to branding and market research; community college experience is preferred
- The qualifications and experience of individuals identified as part of the team that will be working with the College
- The approach, methods of communication, and general timeline related to the rebranding project
- The process for engaging College personnel and other stakeholders in the process

- References for like efforts at similar higher education institutions
- Price/cost of services, although the College reserves the right to select the firm deemed most qualified to provide the services, and not based the selection solely on price

The RFP Vendor Selection Committee may choose to interview on campus, any, all, or none of the respondents as may be in the best interest of Chesapeake College. If interviews are held, selected firms will be notified as to building location, time and date of the interview.

QUESTIONS

All questions must be emailed to ksmith@chesapeake.edu. Cut off for questions is 12:00 PM, E.S.T. Wednesday, October 6, 2021. College response to questions available no later than 4:00 PM, E.S.T. Thursday, October 7, 2021. Questions and college responses will be posted to the college website. http://www.chesapeake.edu/about/procurement

PROPOSAL SUBMISSION

One electronic copy in one PDF document is to be provided via email to ksmith@chesapeake.edu. Deadline for submissions is 11:00 AM. E.S.T. Thursday October 14, 2021. All proposals should be clearly marked **Proposal: Strategic Branding and Repositioning Services, Attn: Mrs. Karen Smith.** No fax proposals will be accepted.

ADDITIONAL INFORMATION

Chesapeake College website: www.chesapeake.edu

Chesapeake College Strategic Plan 2019-2024:
https://www.chesapeake.edu/sites/default/files/Strat_Plan_Final_reduced.pdf

ATTACHMENT A BID/PROPOSAL AFFIDAVIT

A. Authority

I HEREBY AFFIRM THAT:

I (print name)_____ possess the legal authority to make this Affidavit.

B. CERTIFICATION REGARDING COMMERCIAL NONDISCRIMINATION

The undersigned bidder hereby certifies and agrees that the following information is correct: In preparing its bid on this project, the bidder has considered all proposals submitted from qualified, potential subcontractors and suppliers, and has not engaged in "discrimination" as defined in §19-103 of the State Finance and Procurement Article of the Annotated Code of Maryland. "Discrimination" means any disadvantage, difference, distinction, or preference in the solicitation, selection, hiring, or commercial treatment of a vendor, subcontractor, or commercial customer on the basis of race, color, religion, ancestry, or national origin, sex, age, marital status, sexual orientation, or on the basis of disability or any otherwise unlawful use of characteristics regarding the vendor's, supplier's, or commercial customer's employees or owners. "Discrimination" also includes retaliating against any person or other entity for reporting any incident of "discrimination". Without limiting any other provision of the solicitation on this project, it is understood that, if the certification is false, such false certification constitutes grounds for the State to reject the bid submitted by the bidder on this project, and terminate any contract awarded based on the bid. As part of its bid or proposal, the bidder herewith submits a list of all instances within the past 4 years where there has been a final adjudicated determination in a legal or administrative proceeding in the State of Maryland that the bidder discriminated against subcontractors, vendors, suppliers, or commercial customers, and a description of the status or resolution of that determination, including any remedial action taken. Bidder agrees to comply in all respects with the State's Commercial Nondiscrimination Policy as described under Title 19 of the State Finance and Procurement Article of the Annotated Code of Maryland.

B-1. Certification Regarding Minority Business Enterprises.

The undersigned bidder hereby certifies and agrees that it has fully complied with the State Minority Business Enterprise Law, State Finance and Procurement Article, §14-308(a)(2), Annotated Code of Maryland, which provides that, except as otherwise provided by law, a contractor may not identify a certified minority business enterprise in a bid or proposal and:

(1) Fail to request, receive, or otherwise obtain authorization from the certified minority business enterprise to identify the certified minority proposal;

(2) Fail to notify the certified minority business enterprise before execution of the contract of its inclusion in the bid or proposal;

(3) Fail to use the certified minority business enterprise in the performance of the contract; or

(4) Pay the certified minority business enterprise solely for the use of its name in the bid or proposal.

Without limiting any other provision of the solicitation on this project, it is understood that if the certification is false, such false certification constitutes grounds for the State to reject the bid submitted by the bidder on this project, and terminate any contract awarded based on the bid.

B-2. Certification Regarding Veteran-Owned Small Business Enterprises. The undersigned bidder hereby certifies and agrees that it has fully complied with the State veteran-owned small business enterprise law, State Finance and Procurement Article, §14-605, Annotated Code of Maryland, which provides that a person may not:

(1) Knowingly and with intent to defraud, fraudulently obtain, attempt to obtain, or aid another person in fraudulently obtaining or attempting to obtain public money, procurement contracts, or funds expended under a procurement contract to which the person is not entitled under this title;

(2) Knowingly and with intent to defraud, fraudulently represent participation of a veteran–owned small business enterprise in order to obtain or retain a bid preference or a procurement contract;

(3) Willfully and knowingly make or subscribe to any statement, declaration, or other document that is fraudulent or false as to any material matter, whether or not that falsity or fraud is committed with the knowledge or consent of the person authorized or required to present the declaration, statement, or document;

(4) Willfully and knowingly aid, assist in, procure, counsel, or advise the preparation or presentation of a declaration, statement, or other document that is fraudulent or false as to any material matter, regardless of whether that falsity or fraud is committed with the knowledge or consent of the person authorized or required to present the declaration, statement, or document;

(5) Willfully and knowingly fail to file any declaration or notice with the unit that is required by COMAR 21.11.12; or

(6) Establish, knowingly aid in the establishment of, or exercise control over a business found to have violated a provision of §B-2(1)—(5) of this regulation.

C. AFFIRMATION REGARDING BRIBERY CONVICTIONS

I FURTHER AFFIRM THAT:

Neither I, nor to the best of my knowledge, information, and belief, the above business (as is defined in Section 16-101(b) of the State Finance and Procurement Article of the Annotated Code of Maryland), or any of its officers, directors, partners, controlling stockholders, or any of its employees directly involved in the business's contracting activities including obtaining or performing contracts with public bodies has been convicted of, or has had probation before judgment imposed pursuant to Criminal Procedure Article, §6-220, Annotated Code of Maryland, or has pleaded nolo contendere to a charge of, bribery, attempted bribery, or conspiracy to bribe in violation of Maryland law, or of the law of any other state or federal law, except as follows (indicate the reasons why the affirmation cannot be given and list any conviction, plea, or imposition of probation before judgment with the date, court, official or administrative body, the sentence or disposition, the name(s) of person(s) involved, and their current positions and responsibilities with the business):

_____

_____

_____.

D. AFFIRMATION REGARDING OTHER CONVICTIONS

I FURTHER AFFIRM THAT:

Neither I, nor to the best of my knowledge, information, and belief, the above business, or any of its officers, directors, partners, controlling stockholders, or any of its employees directly involved in the business's contracting activities including obtaining or performing contracts with public bodies, has:

(1) Been convicted under state or federal statute of:

(a) A criminal offense incident to obtaining, attempting to obtain, or performing a public or private contract; or

(b) Fraud, embezzlement, theft, forgery, falsification or destruction of records or receiving stolen property;

(2) Been convicted of any criminal violation of a state or federal antitrust statute;

(3) Been convicted under the provisions of Title 18 of the United States Code for violation of the Racketeer Influenced and Corrupt Organization Act, 18 U.S.C. §1961 et seq., or the Mail Fraud Act, 18 U.S.C. §1341 et seq., for acts in connection with the submission of bids or proposals for a public or private contract;

(4) Been convicted of a violation of the State Minority Business Enterprise Law, §14-308 of the State Finance and Procurement Article of the Annotated Code of Maryland;

(5) Been convicted of a violation of §11-205.1 of the State Finance and Procurement Article of the Annotated Code of Maryland;

(6) Been convicted of conspiracy to commit any act or omission that would constitute grounds for conviction or liability under any law or statute described in subsections (1)—(5) above;

(7) Been found civilly liable under a state or federal antitrust statute for acts or omissions in connection with the submission of bids or proposals for a public or private contract;

(8) Been found in a final adjudicated decision to have violated the Commercial Nondiscrimination Policy under Title 19 of the State Finance and Procurement Article of the Annotated Code of Maryland with regard to a public or private contract;

(9) Been convicted of a violation of one or more of the following provisions of the Internal Revenue Code:

(a) §7201, Attempt to Evade or Defeat Tax;

(b) §7203, Willful Failure to File Return, Supply Information, or Pay Tax,

(c) §7205, Fraudulent Withholding Exemption Certificate or Failure to Supply Information,

(d) §7206, Fraud and False Statements, or

(e) §7207 Fraudulent Returns, Statements, or Other Documents;

(10) Been convicted of a violation of 18 U.S.C. §286 Conspiracy to Defraud the Government with Respect to Claims, 18 U.S.C. §287, False, Fictitious, or Fraudulent Claims, or 18 U.S.C. §371, Conspiracy to Defraud the United States;

(11) Been convicted of a violation of the Tax-General Article, Title 13, Subtitle 7 or Subtitle 10, Annotated Code of Maryland;

(12) Been found to have willfully or knowingly violated State Prevailing Wage Laws as provided in the State Finance and Procurement Article, Title 17, Subtitle 2, Annotated Code of Maryland, if:

(a) A court:

(i) Made the finding; and

(ii) Decision became final; or

(b) The finding was:

(i) Made in a contested case under the Maryland Administrative Procedure Act; and

(ii) Not overturned on judicial review;

(13) Been found to have willfully or knowingly violated State Living Wage Laws as provided in the State Finance and Procurement Article, Title 18, Annotated Code of Maryland, if:

(a) A court:

(i) Made the finding; and

(ii) Decision became final; or

(b) The finding was:

(i) Made in a contested case under the Maryland Administrative Procedure Act; and

(ii) Not overturned on judicial review;

(14) Been found to have willfully or knowingly violated the Labor and Employment Article, Title 3, Subtitles 3, 4, or 5, or Title 5, Annotated Code of Maryland, if:

(a) A court:

(i) Made the finding; and

(ii) Decision became final; or

(b) The finding was:

(i) Made in a contested case under the Maryland Administrative Procedure Act; and

(ii) Not overturned on judicial review; or

(15) Admitted in writing or under oath, during the course of an official investigation or other proceedings, acts or omissions that would constitute grounds for conviction or liability under any law or statute described in §§B and C and subsections D(1)—(14) of this regulation, except as follows (indicate reasons why the affirmations cannot be given, and list any conviction, plea, or imposition of probation before judgment with the date, court, official or administrative body, the sentence or disposition, the name(s) of the person(s) involved and their current positions and responsibilities with the business, and the status of any debarment):

_____

_____

_____.

E. AFFIRMATION REGARDING DEBARMENT

I FURTHER AFFIRM THAT:

Neither I, nor to the best of my knowledge, information, and belief, the above business, or any of its officers, directors, partners, controlling stockholders, or any of its employees directly involved in the business's contracting activities, including obtaining or performing contracts with public bodies, has ever been suspended or debarred (including being issued a limited denial of participation) by any public entity, except as follows (list each debarment or suspension providing the dates of the suspension or debarment, the name of the public entity and the status of the proceedings, the name(s) of the person(s) involved and their current positions and responsibilities with the business, the grounds of the debarment or suspension, and the details of each person's involvement in any activity that formed the grounds of the debarment or suspension).

_____

_____

_____.

F. AFFIRMATION REGARDING DEBARMENT OF RELATED ENTITIES

I FURTHER AFFIRM THAT:

(1) The business was not established and it does not operate in a manner designed to evade the application of or defeat the purpose of debarment pursuant to Sections 16-101, et seq., of the State Finance and Procurement Article of the Annotated Code of Maryland; and

(2) The business is not a successor, assignee, subsidiary, or affiliate of a suspended or debarred business, except as follows (you must indicate the reasons why the affirmations cannot be given without qualification):

_____

_____

_____.

G. SUB-CONTRACT AFFIRMATION

I FURTHER AFFIRM THAT:

Neither I, nor to the best of my knowledge, information, and belief, the above business, has knowingly entered into a contract with a public body under which a person debarred or suspended under Title 16 of the State Finance and Procurement Article of the Annotated Code of Maryland will provide, directly or indirectly, supplies, services, architectural services, construction related services, leases of real property, or construction.

H. AFFIRMATION REGARDING COLLUSION

I FURTHER AFFIRM THAT:

Neither I, nor to the best of my knowledge, information, and belief, the above business has:

(1) Agreed, conspired, connived, or colluded to produce a deceptive show of competition in the compilation of the accompanying bid or offer that is being submitted;

(2) In any manner, directly or indirectly, entered into any agreement of any kind to fix the bid price or price proposal of the bidder or offeror or of any competitor, or otherwise taken any action in restraint of free competitive bidding in connection with the contract for which the accompanying bid or offer is submitted.

I. CERTIFICATION OF TAX PAYMENT

I FURTHER AFFIRM THAT: Except as validly contested, the business has paid, or has arranged for payment of, all taxes due the State of Maryland and has filed all required returns and reports with the Comptroller of the Treasury, the State Department of Assessments and Taxation, and the Department of Labor, Licensing, and Regulation, as applicable, and will have paid all withholding taxes due the State of Maryland prior to final settlement.

J. CONTINGENT FEES

I FURTHER AFFIRM THAT:

The business has not employed or retained any person, partnership, corporation, or other entity, other than a bona fide employee, bona fide agent, bona fide salesperson, or commercial selling agency working for the business, to solicit or secure the Contract, and that the business has not paid or agreed to pay any person, partnership, corporation, or other entity, other than a bona fide employee, bona fide agent, bona fide salesperson, or commercial selling agency, any fee or any other consideration contingent on the making of the Contract.

K. CERTIFICATION REGARDING INVESTMENTS IN IRAN

(1) The undersigned certifies that, in accordance with State Finance and Procurement Article, §17-705, Annotated Code of Maryland:

(a) It is not identified on the list created by the Board of Public Works as a person engaging in investment activities in Iran as described in State Finance and Procurement Article, §17-702, Annotated Code of Maryland; and

(b) It is not engaging in investment activities in Iran as described in State Finance and Procurement Article, §17-702, Annotated Code of Maryland.

2. The undersigned is unable to make the above certification regarding its investment activities in Iran due to the following activities: _____

L. CONFLICT MINERALS ORIGINATED IN THE DEMOCRATIC REPUBLIC OF CONGO (FOR SUPPLIES AND SERVICES CONTRACTS)

I FURTHER AFFIRM THAT:

The business has complied with the provisions of State Finance and Procurement Article, §14-413, Annotated Code of Maryland governing proper disclosure of certain information regarding conflict minerals originating in the Democratic Republic of Congo or its neighboring countries as required by federal law.

M. I FURTHER AFFIRM THAT:

Any claims of environmental attributes made relating to a product or service included in the bid or proposal are consistent with the Federal Trade Commission's Guides for the Use of Environmental Marketing Claims as provided in 16 CFR §260, that apply to claims about the environmental attributes of a product, package, or service in connection with the marketing, offering for sale, or sale of such item or service.

N. ACKNOWLEDGEMENT

I ACKNOWLEDGE THAT this Affidavit is to be furnished to the Procurement Officer and may be distributed to units of: (1) the State of Maryland; (2) counties or other subdivisions of the State of Maryland; (3) other states; and (4) the federal government. I further acknowledge that this Affidavit is subject to applicable laws of the United States and the State of Maryland, both criminal and civil, and that nothing in this Affidavit or any contract resulting from the submission of this bid or proposal shall be construed to supersede, amend, modify or waive, on behalf of the State of Maryland, or any unit of the State of Maryland having jurisdiction, the exercise of any statutory right or remedy conferred by the Constitution and the laws of Maryland with respect to any misrepresentation made or any violation of the obligations, terms and covenants undertaken by the above business with respect to (1) this Affidavit, (2) the contract, and (3) other Affidavits comprising part of the contract.

I DO SOLEMNLY DECLARE AND AFFIRM UNDER THE PENALTIES OF PERJURY THAT THE CONTENTS OF THIS AFFIDAVIT ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE, INFORMATION, AND BELIEF.

Date: _____

By: _____ (print name of Authorized Representative and Affiant)

_____ (signature of Authorized Representative and Affiant)

ATTACHMENT B INSURANCE REQUIREMENTS

Contractor shall procure and maintain throughout the term of the contract policies of insurance from a carrier with an A.M. Best rating of "A-" or better. Contractors shall furnish Chesapeake College with a Certificate of Insurance prior to commencing work to include coverage and minimum limits as follows:

Commercial General Liability

Form:	Commercial General Liability including premises, on going & completed operations, personal injury & contractual liability.
Minimum Limits:	$1,000,000 per occurrence / $2,000,000 aggregate
Endorsements:	General aggregate applies per project/location Waiver of subrogation in favor of Chesapeake College Chesapeake College named as additional insured including premises/operations and completed operations – ISO endorsements CG 20 10 07 04 and CG 20 37 07 04 are acceptable (or their equivalent). Coverage to be primary and non-contributory in favor of additional insured. 30 days written notice by certified mail of reduction in coverage, cancellation or non-renewal in favor of Chesapeake College **There shall be no exclusion endorsement or modification of the Commercial General Liability form arising from pollution, explosion, collapse, underground property damage, completed operations, contractual liability, residential construction work or work performed by contractors.**

Automobile Liability

Form:	Commercial Automobile Liability providing liability coverage for owned, non-owned or hired automobiles
Minimum Limits:	$1,000,000 combined limit
Endorsements:	30 days written notice by certified mail of reduction in coverage, cancellation, or non-renewal in favor of Chesapeake College

Worker's Compensation & Employers' Liability

Form:	Standard Policy naming Maryland as a covered State
Minimum Limits:	Statutory worker's compensation benefits

	Employers' Liability limits of $500,000 / $500,000 / $500,000
Endorsements:	Waiver of Subrogation in favor of Chesapeake College 30 days written notice by certified mail of reduction in coverage, cancellation or non-renewal in favor of Chesapeake College Where applicable, U.S. Longshore & Harborworkers Compensation Act endorsement

Umbrella

Form:	Umbrella
Minimum Limits:	$1,000,000 per occurrence / $1,000,000 Aggregate
Endorsements:	30 days written notice by certified mail of reduction in coverage, cancellation or non-renewal in favor of Chesapeake College
Other:	Policy term to be concurrent with Commercial General Liability Policy and Automobile Liability Policy. Umbrella coverage must include as insureds all entities that are additional insureds on the Commercial General Liability (CGL)

Additional Coverages

Builder's Risk/Installation Floater (When required by contract)

Form:	Special form causes of loss including collapse and testing. No theft limitations should apply.
Minimum Limits:	On site limit no less than 100% of contractor's contract price Off site/transit limit no less than 10% of on site limit
Endorsements:	30 days written notice by certified mail of reduction in coverage, cancellation or non-renewal in favor of Chesapeake College Chesapeake College to be a Named Insured on policy
Other:	Coverage to terminate only upon final completion and acceptance of work by Chesapeake College

Environmental Liability/Pollution (When required by contract)

Form:	Pollution liability for on-site exposures. Coverage to include site clean-up.
Minimum Limits:	$1,000,000 per occurrence / $1,000,000 aggregate
Endorsements:	Chesapeake College to be additional insured Inclusion of lead, asbestos, mold and fungi as covered causes of loss 30 days written notice by certified mail of reduction in coverage, cancellation or non-renewal in favor of Chesapeake College