



Request for Proposals for Marketing Services

Submission Deadline: 4pm EST, Tuesday, January 23, 2018

The Marketing Committee of the Avalon Free Public Library (“AFPL” or “Library”), a municipal, free public library located in Avalon, New Jersey, seeks proposals for the furnishing of ongoing marketing services for the Library.

Questions or requests for information concerning this RFP may be directed to Erin Brown by email at marketing@avalonfreelibrary.org through January 18, 2018 at 5pm EST. All questions asked and requests for information made, and answers provided thereto, will be posted on the Library website at www.avalonfreelibrary.org each Monday by noon and provided to all interested parties who picked up an RFP package from the Library, with final posting of any answers thereto on January 19, 2018.

Electronic submissions in response to this RFP are required. Same should be submitted by email to marketing@avalonfreelibrary.org in a single PDF, with “Marketing RFP” in the email subject line, by no later than 4pm, EST, on January 23, 2018.

Qualifications Sought

Marketing experience in southern coastal New Jersey public library marketing, with a proven track record of success, is highly desired by the Library. Further, client experience with nonprofit organizations, municipalities, and/or volunteer groups, is required of any responder.

Background

The Borough of Avalon is a coastal resort community in Cape May County, New Jersey, wherein the Library is located. Similar to other seasonal resort municipalities and their public facilities, the Library works to serve both the year-round and seasonal communities and populations that comprise the Borough. Adults and families residing in Avalon year-round enjoy the pleasures of a small, close-knit, civic-minded community. Children attend the local public schools, residents make use of restaurants, shops, and recreational facilities, and participate in a variety of civic and social organizations throughout the year. These activities include utilization of the Library.

Those who consider Avalon to be a seasonal destination tend to spend the majority of their time on the island during the summer months, and occasionally on weekends and holidays throughout the year. Typically, these seasonal residents and visitors come to Avalon seeking a variety of recreational and

cultural opportunities. They take advantage of Avalon’s beaches, bays, and the Atlantic Ocean, as well as shopping, restaurants and recreational facilities, including the Library and its History Center.

The Avalon Free Public Library serves as a hub for both of these respective communities. A significant majority of year-round Borough residents have active library cards, and use them often. Many seasonal residents also have cards and use them throughout the year, taking advantage of both traditional Library services, as well as remote services such as Library by Mail, and other online resources. The Library is open seven days per week year-round, and until 8pm four days per week to accommodate evening visitors. Materials, programming, and educational and cultural opportunities, are offered throughout the year at the Library. The Avalon Free Public Library also boasts an historical collection, located at its History Center branch (“History Center”). The History Center collects, preserves, and displays materials related to Avalon History, and also coordinates associated programming with historical aspects thereof.

Ongoing Library planning and data gathering have identified the active marketing of Library services to be a priority, so as to ensure that the Library is meeting community expectations. In the past two years, expanded marketing efforts have increased awareness of all that the Library has to offer, both onsite and remotely. Within the past two years, logos and a branding campaign have been developed and implemented for the Library; also, ongoing print, digital, and social media pieces have been developed and distributed on a regular schedule, promotional events planned and executed, and nontraditional Library marketing tools (such as plane banner ads) have been piloted.

The Library’s Marketing Committee has invested considerable time and planning in the current course, and would like to see it continue in a similar direction. Suggestions for growth from prospective responders are welcomed. The Marketing Committee is currently using a combination of branding, logos, and a style guide developed by contract, to support the Library’s “Check It Out” campaign. A complete overhaul to the Library’s website to incorporate these changes is underway.

Ongoing marketing needs identified by the Marketing Committee include:

1. Engaging new community members, and reaching non-users.
2. Fostering relationships with community partners for coordinated marketing and events.
3. Build greater awareness of the Library’s remote access resources.
4. Recommendations for increasing engagement with our target audiences, and tools to measure the success of our efforts in doing so.

Scope of Work

The Scope of Work with respect to the sought marketing services will include the following:

- Serve as the Library’s consultant for the development and implementation of marketing strategies for both the Library and the History Center.
- Develop a marketing plan focused on achieving the Library’s marketing needs, as identified above.

- Create monthly planning objectives and reporting, to ensure that the plan is being executed effectively.
- Provide graphic design and content development for digital and print material, as requested.
- Coordinate with community organizations on the Library's behalf for the purpose of establishing partnerships and collaboration, as requested.
- Coordinate with local and regional area public relations and advertising agents on the Library's behalf.
- Support the Library's internal graphic design and signage needs.
- Provide website design and content services, as needed.
- Provide social media strategy development, content, and execution and implementation.
- Assist the Library with market research, surveying, and other information-gathering tools to identify target demographics and their needs, as needed.

Deliverables

The successful responder will deliver and provide recommended marketing strategies, publication pieces, and graphic design for in-house and outside digital and print marketing on a monthly basis, for the Avalon Free Public Library. The responder will also provide monthly reporting to the Library Marketing Committee and its Board of Trustees, and present such reports at monthly Library Board meetings. Recommendations provided and reported will be prioritized, and will include action steps, budgets and projected measurable outcomes.

Other deliverables include without limit ongoing website design, special event partnering and coordination, and other promotional items.

Schedule

The deadline for responses to this RFP is 4pm, EST, on Tuesday, January 23, 2018. Responses which are timely received will be opened at the Library's Marketing Committee meeting, to be held on January 24, 2018, at 1PM, at the Avalon Free Public Library. Interviews with candidates will be scheduled at the Library's sole discretion, and if so scheduled, will be held during the week of January 29, 2018. The Board of Trustees anticipates awarding a contract for these services on February 8, 2018.

How to Apply

Prospective responders are asked to submit the following:

1. Company details
 - a. Name of the business, which type of business (sole proprietor, partnership, limited liability company, other), lead contact person, and all pertinent contact information, which shall include an address, telephone number, email address, and a web address.
 - b. Statement of Ownership (See Schedule A): Describe the type of business entity (sole proprietor, partnership, limited liability company, other), and list the majority and minority owners who own more than 10 percent of the stock therein.

- c. List of subcontractors: If applicable, provide the company name, contact person, address, and telephone number, and intended percentage of work to be performed by, any subcontractor.
 2. Qualifications
 - a. Provide a brief description of your organization, including its founding and history; number of employees; geographic service areas; and, awards or other forms of recognition in the marketing or design fields.
 - b. Provide a description of your work process, including staff support, logistics, office locations and hardware for carrying out tasks as necessary.
 - c. Special consideration: Describe your organization's experience with, and knowledge of, the public library industry, including marketing activities in connection therewith, especially in a coastal resort setting such as Avalon, and how this experience would drive your work for the Library.
 3. Experience
 - a. Describe the approach your organization would undertake to successfully complete the tasks described in the Scope of Work, and its experience with the tasks described therein.
 - b. Provide examples of relevant work and / or case studies from the past five years.
 - c. Provide a minimum of two (2) client references, ideally from within either Cape May County or any Atlantic coastal community.
 - d. Provide a list of personnel who would be assigned to Library work hereunder, along with their credentials and experience. Curriculum vitae or a current resume for each would be helpful in evidencing credentials and experience.
 4. Pricing
 - a. Provide a schedule of fees for all relevant services described in the Scope of Work, including without limit costs of ongoing consulting work, and annual estimates for publication pieces and advertising costs.
5. Cover letter indicating the Responder's interest in this contract.
6. Responder's written proposal addressing the foregoing.
7. Non-Collusion Affidavit (Schedule B)
8. Responder's Acknowledgment of Receipt of Addenda (Schedule C)
9. Business Registration Certificate
10. Insurance Requirements (Schedule D)
11. Responder's Checklist (Schedule E)

12. Certification respecting investment activities in Iran (Schedule F)

It is the responsibility of all responders to provide all required materials requested herein. Incomplete responses may not be considered, and the Library reserves all of its rights with respect thereto, including without limit the right to waive any minor or inconsequential defects or incompletions in any response, and/or to reject any such responses.

Mandatory Affirmative Action Compliance

During the performance of the Contract hereunder, the Responder shall be required to comply with the requirements of N.J.S.A. 10:5-31 et seq. and N.J.A.C. 17:27. Specifically, the Responder shall not discriminate against any employee or applicant for employment because of age, race, creed, color, national origin, ancestry, marital status or sex. The Responder shall be required to take affirmative action to ensure that such applicants are recruited and employed, and that employees are treated during employment, without regard to their age, race, creed, color, national origin, ancestry, marital status or sex. Such action shall include, but not be limited to the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising, layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The Responder shall post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Public Agency Compliance Officer setting forth provision of this non-discrimination clause.

The Responder shall in all solicitations or advertisements for employees placed by or on behalf of the Responder, state that all qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status or sex.

If applicable, the Responder shall send to each labor union or representative of workers with which it has collective bargaining agreement or other contract or understanding, a notice to be provided by the agency contracting officer advising the commitments under this Act and shall post copies of the notice in conspicuous places available to employees and applicants for employment.

The Responder shall comply with the regulations promulgated by the New Jersey State Treasurer pursuant to N.J.S.A. 10:5-31 et seq., as amended and supplemented from time to time.

The Responder shall attempt in good faith to employ minority and female workers consistent with the applicable county employment goals prescribed by N.J.A.C. 17:27-5.2 promulgated by the Treasurer pursuant to N.J.S.A. 10:5-31 et seq., as amended and supplemented from time to time or in accordance with a binding determination of the applicable county employment goals determined by the Affirmative Action Officer pursuant to N.J.A.C. 17:27-5.2 promulgated by the Treasurer pursuant to N.J.S.A. 10:5-31 et seq., as amended and supplemented from time to time.

The Responder shall inform in writing appropriate recruiting agencies in the area, including employment agencies, placement bureaus, colleges, universities, labor unions, that it does not

discriminate on the basis of age, creed, color, national origin, ancestry, marital status or sex, and that it will discontinue the use of any recruitment agency which engages in direct or indirect discriminatory practices.

The Responder shall review all procedures relating to transfer, upgrading, downgrading and layoff to ensure that all such actions are taken without regard to age, creed, color, national origin, ancestry, marital status or sex, and conform with the applicable employment goals, consistent with the statutes and court decisions of the State of New Jersey, and applicable Federal law and applicable Federal court decisions.

The Responder shall furnish such reports or other documents to the Affirmative Action Office as may be requested by the office from time to time in order to carry out the purposes of these regulations, and public agencies shall furnish such information as may be requested by the Affirmative Action Office for conducting a compliance investigation pursuant to Subchapter 10 of the Administrative Code (N.J.A.C. 17:27).

The successful Responder shall furnish, within three (3) days of the notice of intent to award or the signing of the Contract hereunder, one of the following to the Library:

1. Evidence of an existing, federally approved or sanctioned affirmative action program
or
2. A certificate of Employee Information Report Approval
or
3. A completed Employee Information Report (AA302).

Americans With Disabilities Act

The Responder shall also be required to comply with the provisions of the Americans With Disabilities Act (42 U.S.C. 12101 et seq.), as amended from time to time. The Responder shall not discriminate against disabled persons in any aspect of employment inclusive of the application process, hiring, training, advancement and wages, benefits or employer-sponsored social activities.

Indemnification of Library

The successful Responder shall assume all risk of, and responsibility for, and agrees to indemnify, defend and save harmless the Library and its employees, agents and assigns, from and against any and all claims, demands, suits, actions, recoveries, judgments and costs and expenses in connection therewith, including reasonable attorney's fees and costs, on account of the loss of life, property or injury or damage to the person, body or property of any person or persons whatsoever, which shall arise from, or result directly or indirectly from, the Responder's performance and provision of services under the contract. This indemnification obligation is not limited by, but is in addition to, the insurance obligations contained in the contract and reflected in this RFP.

Preparing and Delivering Responses to this RFP

Responses to this RFP must be delivered, electronically only, to the Library by 4pm EST on Tuesday, January 23, 2018. Responses submitted after 4:00 pm EST on that date will not be accepted. Responses must be submitted electronically, via email, to: marketing@avalonfreelibrary.org in a single PDF, with “Marketing RFQ” in the subject line thereof, by 4pm, EST, on Tuesday, January 23, 2018.

Submissions should consist of one (1) PDF document, containing all of the requested information and documentation.

Questions or Requests for Information

Questions or Requests for Information concerning the requirements and scope of this RFP, may be directed to Erin Brown, via marketing@avalonfreelibrary.org, through January 18, 2018 at 5pm, EST. As above indicated, all questions asked and requests for information made, and answers provided thereto, will be both posted on the Library website at www.avalonfreelibrary.org each Monday by noon, with final posting of any answers on January 19, 2018, and also provided to all interested parties who picked up an RFP package from the Library.

Telephone calls, faxes and/or requests for a solicitation, will not be accepted or acknowledged. All inquiries shall as indicated, be made by email as above indicated.

Anticipated Selection Schedule (Subject to Change in the Library’s sole discretion)

- RFP Distributed: [January 3, 2018]
- Question & Answer Period: [January 3, 2018] – [January 18, 2018]
- **Proposal Due Date: [January 23, 2018]**
- Interviews, if any: [January 29 – February 2, 2018]
- Selection and Contract Award: [February 8, 2018]
- Commencement of Contract : As soon as practicable.

Evaluation Criteria

The Library Marketing Committee, in reviewing responses, will consider the following factors in recommending an award to the Library Board of Trustees, with each factor to be weighed equally (i.e., up to 20 points for each factor, with an aggregate total of 100 possible points for each responder for all categories), cost and other factors considered:

Evaluation Criteria	Awarded Points (up to 20 each)	Remarks of Marketing Committee
The name and qualifications of the individual(s) who will perform the sought services.		
Experience and reputation in the particular field of endeavor.		
Ability to perform the required services in a timely manner (including familiarity with the subject matter, marketing, attendance at meetings, etc.).		
Competitiveness of Cost Proposal for the sought services.		
Other factors, if determined to be in the best interests of the Library.		
TOTAL		

Award

Interviews, if conducted, may be conducted in person, or via videoconference. The Avalon Free Public Library Marketing Committee will make recommendations for an award to the Library Board of Trustees based upon the Evaluation Criteria set forth herein, who will make the final decision on selection of a responder for a contract award. The Library reserves the right, in accordance with and as allowed by applicable law, to reject any and all responses, and to negotiate a final contract with the preferred consultant. The Library reserves the right to alter the timing of the start of any work described above, to not proceed with some or all of the work (or with this RFP), and to contract with more than one vendor for services described within this RFP. The Library will not reimburse the costs incurred by responders who respond to this invitation, all such costs to be borne solely by the respective responders.

SCHEDULE A

OWNERSHIP DISCLOSURE STATEMENT

STOCKHOLDER OR PARTNERSHIP DISCLOSURE STATEMENT

Responders must comply with Chapter 33, Public Laws of 1977 (N.J.S.A. 52:25-24.2), requiring corporate and partnership responders for State, County, Municipal or Authority Contracts to submit a list of names and addresses of all stockholders owning ten percent (10%) or more of their stock of any class, or in the case of a partnership, the names and addresses of those partners owning ten percent (10%), or greater interest therein.

IF THERE ARE NO STOCKHOLDERS OR PARTNERS OWNING A TEN PERCENT(10%) OR GREATER INTEREST THEREIN, INSERT THE WORD "NONE" BELOW.

Please check the appropriate paragraph:

_____ I certify that the list below contains the names and home addresses of all stockholders holding ten percent (10%) or more of the issued and outstanding stock of the undersigned (partnership/corporation).

_____ I certify that no one stockholder owns ten percent (10%) or more of the issued and outstanding stock of the undersigned (partnership/corporation).

Authorized Signature: _____

Name of Signature: _____

Title of Signature: _____

Company Name: _____

STOCKHOLDERS

Name: _____

Home Address: _____

Percentage of Ownership ____

Name: _____

Home Address: _____

Percentage of Ownership ____

Name: _____

Home Address: _____

Percentage of Ownership ____

Name: _____

Home Address: _____

Percentage of Ownership ____

Name: _____

Home Address: _____

Percentage of Ownership ____

Name: _____

Home Address: _____

Percentage of Ownership ____

SCHEDULE B

NON-COLLUSION AFFIDAVIT

NON-COLLUSION AFFIDAVIT

STATE OF NEW JERSEY:

SS:

COUNTY OF _____

I, _____ of the _____ of _____ in the County of _____, and the State of _____, of full age, being duly sworn according to the law on my oath, depose and say that:

I am _____ of the firm of _____ the responder making the proposal for the contract involving the provision of marketing services to the Avalon Free Public Library, and that I executed the said proposal with full authority to do so; that said responder has not, directly or indirectly, entered into an agreement, participated in any collusion, or otherwise taken any action in restraint of free, competitive process in connection with this procurement; and that all statements contained in said proposal and in this affidavit are true and correct, and made with full knowledge that the Library relied upon the truth of the statements contained in said proposal and in this affidavit in awarding the contract for the said proposal.

I further warrant that no person or selling agency has been employed or retained to solicit or secure such contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fees, except bona fide employees or bona fide established commercial or selling agencies maintained by _____.

(Name of Responder)

Authorized Signature: _____

Name of Signatory: _____

Company Name: _____

Address: _____

Telephone: _____

Date: _____

Subscribed and Sworn to before me
this ____ day of _____, 201__.

Signature of Notary Public

SCHEDULE C

RESPONDER'S ACKNOWLEDGMENT OF
RECEIPT OF ADDENDA TO RFP
DOCUMENTS

**RESPONDER'S ACKNOWLEDGMENT OF RECEIPT OF ADDENDA TO RFP DOCUMENTS
FOR REQUEST FOR PROPOSALS FOR
THE PROVISION OF MARKETING AND RELATED SERVICES**

The undersigned responder hereby acknowledges receipt of the following Notices, Revisions, or Addenda to the RFP advertisement or RFP documents, if any. By indicating date of receipt, responder acknowledges the submitted proposal takes into account the provisions of the Notice, Revision or Addendum. Note that the Library's record of notice of responders shall take precedence, and that failure to include provisions of changes in a proposal may be subject for rejection of the proposal.

LIBRARY REFERENCE NUMBER OR TITLE OF ADDENDUM OR REVISION	How Received (mail, fax, Pick-up, etc.)	Date Received

Acknowledgment by Responder:

Name: _____

By Authorized Representative:

Signature: _____

Printed Name of Title: _____

Date: _____

SCHEDULE D

INSURANCE REQUIREMENTS

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The Responder, as a professional service or similar entity, shall obtain and maintain, for the duration of this Contract, professional liability insurance against claims for injuries which may arise from or in connection with the performance of the services hereunder by the Responder, its agents, representatives, employees or subcontractors. The cost of such insurance shall be paid by the Responder. Insurance shall meet or exceed the following, unless otherwise approved by the Library.

A. Minimum Insurance

1. Professional Liability Insurance, with limits at a minimum of \$1,000,000 for each claim, and \$1,000,000 aggregate each policy period.

B. Other Provisions

All policies, as applicable, shall be endorsed to:

1. Include the Library, its officials, employees and volunteers as additional insureds;
2. Provide that such insurance shall be primary as respects any insurance or self-insurance maintained by the Library; and,
3. Each insurance policy shall provide that coverage shall not be canceled or materially modified, except after thirty (30) days' written notice to the Library.

C. Acceptability of Insurers

Insurance shall be placed with insurers with a rating acceptable to the Library.

D. Verification of Coverage

Contractor shall submit certificates of insurance required by this Schedule to the Library.

SCHEDULE E

RESPONDER'S CHECKLIST

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This Responder's Checklist is a statutorily mandated form, the purpose of which is to list those documents and information forms, certifications and other documents that the Library requires each responder to submit. This form lists each of the items required to be submitted with the proposal, and a place for the responder to indicate, by initialing each entry, that the responder has included those required items with the completed proposal. Each responder shall complete this form, and submit it with the proposal, in addition to those documentary and informational forms, certificates and other documents that are listed.

Initials:

- / / a. Written cover letter and written proposal (including without limit company details, statement and explanation of qualifications, of experience, personnel listings/CV/resumes of key employees and staff, pricing schedule, etc.)
- / / b. Acknowledgment of Insurance Requirements
- / / c. Ownership Disclosure Statement/Statement of Ownership
- / / d. List of Subcontractors, if any
- / / e. Non-Collusion Affidavit
- / / f. Responder's Acknowledgment of Receipt of Addenda
- / / g. Business Registration Certificate
- / / h. This Responder's Checklist
- / / i. Investment in Iran Disclosure form

Responder's Signature

Name of Responder Printed or Typed

SCHEDULE F

RESPONDER'S DISCLOSURE – INVESTMENT IN IRAN

**STATE OF NEW JERSEY -- DIVISION OF PURCHASE AND PROPERTY
DISCLOSURE OF INVESTMENT ACTIVITIES IN IRAN**

Quote Number: _____ Bidder/Offeror: _____

PART 1: CERTIFICATION

BIDDERS MUST COMPLETE PART 1 BY CHECKING EITHER BOX.

FAILURE TO CHECK ONE OF THE BOXES WILL RENDER THE PROPOSAL NON-RESPONSIVE.

Pursuant to Public Law 2012, c. 25, any person or entity that submits a bid or proposal or otherwise proposes to enter into or renew a contract must complete the certification below to attest, under penalty of perjury, that neither the person or entity, nor any of its parents, subsidiaries, or affiliates, is identified on the Department of Treasury's Chapter 25 list as a person or entity engaging in investment activities in Iran. The Chapter 25 list is found on the Division's website at <http://www.state.nj.us/treasury/purchase/pdf/Chapter25List.pdf>. Bidders must review this list prior to completing the below certification. **Failure to complete the certification will render a bidder's proposal non-responsive.** If the Director finds a person or entity to be in violation of law, s/he shall take action as may be appropriate and provided by law, rule or contract, including but not limited to, imposing sanctions, seeking compliance, recovering damages, declaring the party in default and seeking debarment or suspension of the party

PLEASE CHECK THE APPROPRIATE BOX:

I certify, pursuant to Public Law 2012, c. 25, that neither the bidder listed above nor any of the bidder's parents, subsidiaries, or affiliates is listed on the N.J. Department of the Treasury's list of entities determined to be engaged in prohibited activities in Iran pursuant to P.L. 2012, c. 25 ("Chapter 25 List"). I further certify that I am the person listed above, or I am an officer or representative of the entity listed above and am authorized to make this certification on its behalf. **I will skip Part 2 and sign and complete the Certification below.**

OR

I am unable to certify as above because the bidder and/or one or more of its parents, subsidiaries, or affiliates is listed on the Department's Chapter 25 list. I will provide a detailed, accurate and precise description of the activities in Part 2 below and sign and complete the Certification below. Failure to provide such will result in the proposal being rendered as non-responsive and appropriate penalties, fines and/or sanctions will be assessed as provided by law.

PART 2: PLEASE PROVIDE FURTHER INFORMATION RELATED TO INVESTMENT ACTIVITIES IN IRAN

You must provide a detailed, accurate and precise description of the activities of the bidding person/entity, or one of its parents, subsidiaries or affiliates, engaging in the investment activities in Iran outlined above by completing the boxes below.

EACH BOX WILL PROMPT YOU TO PROVIDE INFORMATION RELATIVE TO THE ABOVE QUESTIONS. PLEASE PROVIDE THOROUGH ANSWERS TO EACH QUESTION. IF YOU NEED TO MAKE ADDITIONAL ENTRIES, CLICK THE "ADD AN ADDITIONAL ACTIVITIES ENTRY" BUTTON.

Name _____	Relationship to Bidder/Offeror _____
Description of Activities _____	

Duration of Engagement _____	Anticipated Cessation Date _____
Bidder/Offeror Contact Name _____	Contact Phone Number _____

ADD AN ADDITIONAL ACTIVITIES ENTRY

Certification: I, being duly sworn upon my oath, hereby represent and state that the foregoing information and any attachments thereto to the best of my knowledge are true and complete. I attest that I am authorized to execute this certification on behalf of the above-referenced person or entity. I acknowledge that the State of New Jersey is relying on the information contained herein and thereby acknowledge that I am under a continuing obligation from the date of this certification through the completion of any contracts with the State to notify the State in writing of any changes to the answers of information contained herein. I acknowledge that I am aware that it is a criminal offense to make a false statement or misrepresentation in this certification, and if I do so, I recognize that I am subject to criminal prosecution under the law and that it will also constitute a material breach of my agreement(s) with the State of New Jersey and that the State at its option may declare any contract(s) resulting from this certification void and unenforceable.

Full Name (Print): _____ Signature: _____

Title: _____ Date: _____