



KENTUCKY COMMUNITY AND TECHNICAL COLLEGE SYSTEM

REQUEST FOR PROPOSAL ADDENDUM

RFP NO.: RFP-0186
ADDENDUM NO.: 2
RFP ISSUE DATE: March 6, 2018
ADDENDUM DATE: March 29, 2018
OPENING DATE: April 5, 2018, 4:00 PM EST
TITLE: Marketing Consulting Services

I. The following information is provided in response to questions submitted by potential offerors:

1. Whether companies from Outside Switzerland can apply for this? (like from India or Canada)

KCTCS Response: Please refer to Section 34, Authorization To Do Business in Kentucky.

2. Whether we need to come over there for meetings?

KCTCS Response: We require both phone and in-person meetings. We have a weekly status call on Fridays and meet in-person with the agency approximately once a month depending on the projects we are working on.

3. Can we perform the tasks (related to RFP) outside Switzerland? (like, from India or Canada)

KCTCS Response: This determination would need to be made by the company. KCTCS is requesting proposals from those companies who can meet all requirements of the RFP, including all addenda.

4. Can we submit the proposals via email?

KCTCS Response: No, please refer to Section 4, Submission of Offer.

5. Has a budget been allocated for this project? If so, can you share what that budget is to assist us in designing the most appropriate project plan?

KCTCS Response: The budget is not available.

6. Can KCTCS provide more details regarding the success measures for this project?

KCTCS Response: The success is determined by the specific campaign/project. We have a multitude of Key Performance Indicators we use that include impressions, reach, click-thru rates, inquiry forms, enrollment, etc.

7. Does KCTCS have an incumbent or preferred vendor - or short list of vendors in mind for this project?

KCTCS Response: KCTCS will consider all proposals submitted.

8. May we receive general demographic information about the current KCTCS student population in advance of submitting our response?

KCTCS Response: See below:

Target Audiences (external)

Prospective Students (primary) – Statewide Awareness,

- *High School Students:*
 - *Focus – students who are not considering higher education or a four-year degree.*
 - *Under-represented populations.*
- *Adults:*
 - *Underemployed or unemployed adults.*
 - *Age - 19 – 45.*
 - *Personal income less than \$50,000.*
 - *High school graduate - No to some college (but no degree).*
 - *Considering going to college in near future.*
 - *Community college is in their consideration set.*
 - *Under-represented populations.*
- *Veterans.*
- *Parents.*

Advocacy Campaign

- *Legislators.*
- *Policymakers.*
- *Thinking and talking public.*

9. Are we correct in our understanding that no budget allocation has been identified within this RFP?

KCTCS Response: *The budget is not available.*

10. If no budget allocation is identified for the RFP, are we also correct in understanding no budget proposal is required to be contained in our RFP response?

KCTCS Response: *Yes.*

11. What, if any, requirements does this contract hold for engagement of diverse businesses (minority-owned, woman-owned, veteran-owned, etc.)?

KCTCS Response: *We encourage all of our vendors to engage diverse partners when possible.*

12. When might we be able to expect responses to our questions and questions from other interested participants?

KCTCS Response: *When completed, an addendum will be posted at the following link:
https://systemoffice.kctcs.edu/vendor_information/opportunities_to_bid/index.aspx*

13. When and how will we be notified if the date for submitting RFP responses is moved to a later date?

KCTCS Response: *An addendum will be posted at the following link:
https://systemoffice.kctcs.edu/vendor_information/opportunities_to_bid/index.aspx*

14. What is your target date for awarding this contract?

KCTCS Response: *May – June 2018.*

15. When will this contract begin?

KCTCS Response: *July 1, 2018.*

16. Will the approved budget encompass a holistic campaign for the KCTCS System and then customization for the individual 16 colleges?

KCTCS Response: *This RFP encompasses much more than just one campaign. We utilize the ad agency as an extension of our marketing department and our engagement/activities vary based on annual priorities. Sometimes the work is just for the system and other times it is customized for each college. We utilize the agency for market research, general awareness campaigns, specific program/initiative campaigns, general SEM, etc.*

17. Will the incumbent agency be pitching?

KCTCS Response: *Per section 3, Offerors submitting the best and most responsive proposals may be asked to attend oral interview sessions.*

18. Is this RFP replacing an existing marketing contract?

KCTCS Response: *At this time, the current contract expires June 30, 2018.*

19. What is the budget for this initiative?

KCTCS Response: *The budget is not available.*

20. Have the funds been appropriated for this effort?

KCTCS Response: *The budget is not available.*

21. Based on KCTCS' goals outlined in the 2016-2022 Strategic Plan, what are the specific goals that you wish to be addressed by this RFP?

KCTCS Response: *There are marketing components in each of the strategic plan goals. Our overarching marketing goals for this year are:*

- *Protect and promote the KCTCS brand (including the individual brands of the 16 colleges).*
- *Provide marketing support to ensure the achievement of both system and local college enrollment goals.*
- *Provide marketing support to ensure the achievement of both system and local college retention goals.*
- *Enhance digital communication services to engage all KCTCS stakeholders, primarily current and prospective students.*

- *Promote and provide marketing leadership support for the work of the system office and colleges.*

22. From section 2 – Statement of Intent “Conduct college photo and video shoots for all external communication materials” – Does this exclude the use of licensed stock photography and video for projects/campaigns?

KCTCS Response: *It can but we rarely use licensed stock photography or video.*

23. What are the primary goals for your marketing communications function? Increasing enrollment? Increasing student retention? Increasing workforce development partnerships with businesses? Others?

KCTCS Response: *See response in question 21.*

24. How does the marketing communications function currently work with admissions?

KCTCS Response: *We have embraced Strategic Enrollment Management and work closely with Admissions, particularly in the recruitment area. We lead recruitment efforts to the point when someone “raises their hand.”*

25. How does the marketing communications function currently work with workforce solutions?

KCTCS Response: *We work closely with Workforce Solutions and support them with any of their marketing needs. Unfortunately, the organization has not allocated much funding for their marketing efforts.*

26. Will your marketing communications partner be involved in supporting your team around KCTCS’ chancellor transition? If so, are you looking for a partner with specific experience in change communications and/or onboarding a new chancellor?

KCTCS Response: *No.*

27. Will you consider an out-of-state partner for this effort, provided they have strong and relevant experience, or will preference be given to in-state providers?

KCTCS Response: *Please refer to Section 34, Authorization To Do Business in Kentucky and Section 35, Kentucky Reciprocal Preference Laws, as well as the response to #2.*

28. Is there an existing partner in place who will be re-bidding for this contract?

KCTCS Response: *Currently, the RFP opens on April 5th, 2018, 4:00 PM EST, after which time proposals will be opened and offerors will be revealed to KCTCS Procurement to Payment department.*

29. Given some of the changes your organization is going through, are you looking for a partner with internal communications expertise?

KCTCS Response: *It is not something we have given much thought to but we would be interested in exploring.*

30. What are the top decision-making criteria that will you use to select your partner?

KCTCS Response: *Our primary criteria include:*

- *Overall capabilities – are they able to support all of the marketing needs outlined in the RFP? Are they a full-service agency?*
- *Responsiveness – will they be able to respond in a timely fashion to our needs.*
- *Creative capabilities.*
- *Media buying power/capabilities – particularly in the state of Kentucky.*
- *Digital marketing capabilities.*

- *Experience with either franchise, hospital or multi-campus higher education institutions.*

31. Have you set a budget for your work with the partner? If so, can you provide budget parameters?

KCTCS Response: *The budget is not available.*

32. On a scale of 1 to 10, where 10 is perfect, how do you score your current marketing agency? Why?

KCTCS Response: *8*

33. What is the biggest marketing challenge facing KCTCS in the next 18 months?

KCTCS Response: *Our primary challenges are:*

- *Rolling out a new brand identity.*
- *Reaching the adult market.*
- *Rolling out updated websites for all of our colleges.*
- *Effectively marketing our occupational programs.*

34. What consumer research is available to the selected agency?

KCTCS Response: *We have conducted a great deal of research studies over the past two years as part of our branding project. They include:*

- *Statewide prospective student research study (high school students, non-traditional student, high school guidance counselors/teachers, parents – quantitative study, 3,000 interviews).*
- *Competitive Analysis.*
- *Authentic Identity (brand identity) focus groups at all colleges and system office (leadership, students/faculty/staff and community leaders).*
- *Economic impact analysis.*

35. What is the annual marketing budget for the 2018-2019 fiscal year?

KCTCS Response: *The budget is not available.*

36. How have funds historically been invested in marketing as a percent of traditional media, digital media, production, and agency fees?

KCTCS Response: *We try to keep our production and agency fees to less than 30% but it is very dependent on the project. We are currently spending 35% of our media budget on digital and 70% on traditional media. We are anticipating budget cuts this year and will probably move more money over to digital.*

37. What vendors or partners are required to use such as printers, media outlets, etc?

KCTCS Response: *We have to use state approved vendors for off-set printing and we generally use our in-house printer for digital printing. In terms of media outlets, there are no requirements.*

38. What contractual sponsorships or endorsements will extend into the contract period?

KCTCS Response: *Our web redesign project and our photography arrangement.*

39. Who and how are plans, creative concepts, and expenses approved by KCTCS?

KCTCS Response: *It really depends on the project however, everything flows through the KCTCS Marketing Department. We do require approved creative briefs and estimates for all projects. Additionally, the marketing department manages the entire process and billing.*

40. Describe the agency relationship you seek.

KCTCS Response: *We view our relationship with our ad agency as a true strategic partnership. We consider them to be an extension of our marketing department. We desire everything from strategic marketing planning and creative direction to tactical support that includes ad design, digital media execution and college photo shoots.*

The timeline to submit additional questions has passed.

All other terms, conditions & specifications remained unchanged.

Offerors must acknowledge receipt of this and any addenda either with proposal or by separate letter prior to award of contract. If by separate letter, the following information should be placed in the lower left hand corner of the envelope:

RFP No.: RFP-0186
Title: Marketing Consulting Services
Opening Date: April 5, 2018 4:00 PM EST

Name of Firm: _____

Signature: _____