

# Fayetteville State University

## Solicitation Addendum

FAILURE TO RETURN THIS SOLICITATION ADDENDUM IN ACCORDANCE WITH INSTRUCTIONS MAY SUBJECT YOUR BID TO REJECTION ON THE AFFECTED ITEM(S)/SERVICES.

Solicitation Number: 58-RFP240007  
Solicitation Description: Advertising Recruitment Campaigns  
Bid Opening Date/Time: March 11, 2024 at 2:00 PM ET  
Addendum Number: 02  
Addendum Date: March 4, 2024

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Fayetteville State University issues this addendum to Fayetteville State University 58-RFP240007 to provide answers for questions submitted by vendors. The vendor questions and answers are:

DOCUMENT SECTION	VENDOR QUESTION	RESPONSE
	Who is the incumbent vendor and will you share contact information i.e name/email/phone?	There is no incumbent vendor. Our last contract ended June 30, 2023.
	Is subcontracting allowed?	Yes – Please include information in proposal.
1.0 Purpose and Background (Page 5) & 3.3 Proposal Evaluation Process	If all goes to plan, when do you foresee awarding this contract?	We foresee awarding the contract by Mid-March.
1.0 Purpose and Background (Page 5)	Is FSU currently handling the current “University’s branding/recruitment campaigns” internally or working with an outside Agency? If so, can you provide their name? Are they allowed to bid on this solicitation?	The University is currently handling the campaigns internally through the Office of Strategic Communication. The last vendor provided us with collateral that we will use on this new contract.

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		No one is excluded from this bidding process.
	Do you have a current brand strategy and campaign creative to work with? If so, to what extent? Would you be looking for this agency to place what currently exists?	<p>We have brand collateral but not a hard-core strategy. We would like this new contract to add to what we have already started in the marketplace.</p> <p>We would like the awarded vendor to utilize as much as possible of collateral that exists to save time. Our current collateral can be enhanced, but we don't see a reason for starting from scratch.</p>
	What is driving the paid advertising timeline of April - June 2024?	We are utilizing state funds and must incur the expense and be invoiced by June 1.
	How much of the budget should be dedicated to paid media placement?	As much as possible less agency costs.
	Is there any paid media currently running? If so, who's in charge of it/buying it?	We have a few billboards that are currently running, ads in regional publications and a spring open house campaign including social, radio and billboards.
2.4, page 6	The timeline is very short; when do you anticipate awarding a contract?	Mid-March
2.6, page 7	It appears the bid should be submitted electronically through the EVP system. Can you please confirm this?	Yes – All bid proposals must be submitted electronically via eVP. Bids submitted under other methods <b>will not</b> be accepted.
5.0, page 12	Are you able to provide the numbers of creative assets that currently exist (i.e., 5 videos of :15 each, 2 sets of digital ads, etc.)?	We have the assets below for each of these programs: NC Promise/Military Tuition Scholarship/Are You In - Branding/Cybersecurity

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		<p>Digital and print billboard designs</p> <p>5- :15 sec and :30 digital</p> <p>Social static: 30sec radio:</p> <p>15 tv Digital</p> <p>print signage Print ad</p>
5.0, page 12	Will the chosen vendor have access to past campaign performance information?	No
5.2, page 13	What forms of traditional advertising were used in the most recent campaigns?	Radio, billboard, tv, signage, print ads
5.2, page 13	Is the expectation that all invoices must be paid by FSU in the current fiscal year (6/30/24 campaign end date)?	Yes
7.0, page 16	Is there a form or specific format you would like used for the pricing? Will the vendor pay the media outlets directly or will FSU pay those hard costs?	No specific format. The awarded Vendor will act as the media buyer for campaigns and will pay the media outlets directly.
5.2 Task Deliverables (Page 12)	Can we build the custom campaign landing pages outside of your environment?	Yes
5.2 Task Deliverables (Page 12)	Can we build using a CMS like WordPress or Drupal on top of Ingenuix?	Will need to be clarified with ITS.
Section 5.2, page 13	Does FSU have access to an email and/or mailing list of FTCC graduates?	No.

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Section 4.6, Page 11	<p>Is previous work with a university or college a requirement for participating in this RFP?</p> <p>Is previous work specifically related to providing traditional or non-traditional advertising services to a university or college a requirement for participation in this RFP?</p>	<p>Yes</p> <p>Yes</p>
Section 5.2, Page 13	<p>Many of us are proud HBCU grads and several of us have lived in the Fayetteville area. As a result, we are very familiar with the demographic profile of the traditional Fayetteville State University student and the general Fayetteville area. That being said, we don't want to assume that the demographic profile of the various student populations mentioned are the same as the traditional student body. Would you be able to provide any clarification on the demographic profile of the other student populations that you desire to attract based on who from those segments had enrolled in the past? Even if you don't have hard data on the various groups, any sense of whether you are noticing any significant differences in race, gender, ethnicity, age, and or socioeconomic status would be very helpful as we scope a macro approach to this project.</p>	<p>Our student population is diverse. We serve 6,847 students. 55% are traditional learners. 45% of our undergraduate students are adult-learners (+25 yrs of age). 32% of our students are military-affiliated. 28% are first generation. 66% are African American. We have a strong transfer population and many student commute or study online.</p>
Section 5.2, Page 13	<p>Please clarify the % of your total student body population that each of the student segments that you wish to target currently represent. For instance, are military students currently 15% of the total student body population?</p>	<p>32 % of our students are military-affiliated. 15% are transfer students</p>
Section 5.2, Page 13	<p>What are the most popular programs offered by FSU that attract the desired student segments?</p>	<p>Military tuition scholarship, NC promise, MBA, cybersecurity, ERP certification, nursing</p>
Section 5.2, Page 12	<p>What have you found to be the most effective or productive media type or strategy that you have used in the past to</p>	<p>paid search and business partnerships that lead to us training/teaching large groups of students</p>

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	motivate students to apply and to matriculate?	
5.2 Task/Deliverables, Pages 12-13	Should our proposal include media costs as well as agency services for media negotiation, ordering, and maintenance?	Yes
1.0	Do you have examples you can share of “University’s branding/recruitment campaigns implemented to date”?	Yes
2.4	Given the campaign’s expedited timeline of an April launch, do you have any update on an anticipated contract award date?	Mid- March
5.2	What is the order of priority among recruiting the four target audiences mentioned in the RFP (e.g. military-affiliated students, FTCC transfer students, Bronco Benefit-eligible students, AU-ABC eligible students)?	military affiliated (local), FTCC (local), Air University, Bronco Benefit
5.2	How do you define “traditional advertising”?	TV/radio/print/billboard - not digital
5.2	Will you be able to provide existing research discovery, access to leadership, etc (bullets from service list) once the contract is awarded but while paperwork is still pending?	Yes. Once contract is awarded, we can provide information.
5.2	What are your expectations for timelines of foundational work (reviewing research discovery, meeting with leadership, campaign strategy, creation of assets) in order for paid advertising to begin in April?	Expectation is to work from previous information provided, meet once with the appropriate leadership group for each campaign to answer questions and then tighten strategy, begin creation of additional assets required and place media.

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n/A	What existing recruitment campaigns are currently in the market?	Spring Open House is about to begin. Admissions is also doing a digital campaign to target accepted students who have not enrolled.
N/A	What does the client's team composition look like to support an expedited timeline?	We have limited employees in Communications department at FSU, to include 1 – marketing/web leader, 1 – media relations, 1 – social media, 1 – photographer, 1 contracted graphic designer
Section 5.2, Page 12	In reference to this bullet - <i>"Editing existing web pages in Ingeniux for increased SEO, confined to the campaign focus areas and/or development of landing pages in Ingeniux, confined to the campaign focus areas."</i> Will vendor provide changes to the ITS staff for update on live Ingeniux website or will vendor have full admin access including FTP to make changes? What is the protocol (including timeframes) for changes to the website?	The University will handle copy changes.
Section 5.2, Page 12	In reference to this bullet - <i>"Editing existing web pages in Ingeniux for increased SEO, confined to the campaign focus areas and/or development of landing pages in Ingeniux, confined to the campaign focus areas."</i> Can you define SEO expectations? Or can vendor assume that campaign pages should conform to "Google Best Practices"	SEO changes should conform to Google Best Practices
Section 5.2, Page 12	In reference to this bullet - <i>"Editing existing web pages in Ingeniux for increased SEO, confined to the campaign focus areas and/or development of landing pages in Ingeniux, confined to the campaign focus areas."</i> Will Vendor have ability to create landing pages for each of the four campaign areas or modify existing ones?  Also will vendor have ability to modify website homepage to ensure visibility of the four campaigns?	Yes  Edits can be submitted to Office of Strategic Communication staff and they can make the edits. Landing pages can be utilized and can be created outside of our environment.

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Section 5.2, Page 12	In reference to this bullet - " <i>Implementation of strategy to measure metrics</i> ". Will vendor have access to use Google Tag Manager and code placement on the website for advertising tracking of metrics?	The University's IT department does not allow tracking on the web.
Section 5.2, Page 13	In reference to digital advertising campaigns. Are there any ad platforms that are restricted for use by University system (i.e. TikTok)?	Tik Tok is restricted. IG, FB, LinkedIn and X are recommended.
Section 5.2, Page 13	In reference to four areas for advertising campaigns. is there an expectation of equal advertising spends in each area or will vendor be able to provide recommendations ?	Yes
Section 1.0 Purpose and Background, Page 7	To clarify, the different campaigns are related to the groups identified in the language above, "traditional, military-affiliated, adult learner...etc." correct? Can the university provide an idea of the geographic scope for each group?	<ol style="list-style-type: none"> <li>1. Traditional and digital advertising campaign to recruit military-affiliated students in and around Fort Liberty, NC eligible for our degree programs and non-degree certifications</li> <li>2. Traditional and digital advertising campaign advertising to recruit Fayetteville Technical Community College transfer students in Cumberland County, NC - specifically students eligible for the Fayetteville Technical Community College TCC Keen Scholarship</li> <li>3. Digital advertising campaign to recruit transfer students eligible for our Bronco Benefit program.</li> </ol> <p>The Bronco Benefit program is a guaranteed transfer admission program for associate degree completers seeking specific degrees from select North Carolina community colleges: Alamance, Bladen, Carteret, Central Piedmont, Craven, Halifax, Lenoir, Pitt, Richmond, Sampson, Sandhills, Southeastern, Wake Tech, Wayne and Wilson.</p>

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		<p>4. Digital advertising campaign to recruit online military-affiliated transfer Air Force students eligible for the Air University Associate to Baccalaureate Cooperative program in and around Air Force bases in these states: Alabama – especially Montgomery area, Florida, Georgia, District of Columbia, Maryland and South Carolina.</p>
<p>Section 1.0 Purpose and Background, Page 7</p>	<p>Given the expedited nature of the paid advertising, what would be FSU’s priority in terms of the targeted audiences? Also, can you provide the desired traditional/digital media spend breakdown so we can obtain actual pricing and flights with vendors, include that in our proposal and be ready to execute the schedule asap after award and flight approval from FSU?</p>	<p>We expect the vendor to spend as much as possible on the media buy. We expect the vendor to make this recommendation.</p>
<p>Section 2.4 RFP Schedule, Page 8</p>	<p>Page 7 dictates the campaign must be implemented in April 24 and run through June 30, 2024. Since the contract award is TBD, is the intent to allow a full 90 days of effort or is there a hard stop of June 30, 2024?</p>	<p>All invoices must be paid by June. Hard stop.</p>
	<p>Does FSU have specific platforms they would like their paid advertising to be on or is it up to the agency to determine what they believe is best?</p>	<p>We are expecting recommendations from the awarded vendor.</p>
	<p>Is there a current vendor FSU is working with for these services? Why is a change being made?</p>	<p>No. Our last contract ended in June. Releasing the RFP was funding-dependent. FSU's Office of Strategic Communication has limited resources and seeks to partner with a vendor for enhanced media strategies and stronger buys.</p>



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	How does FSU currently measure success for digital marketing campaigns? What are some areas of improvement and/or specific goals your team is seeking for your digital marketing?	Conversion rate and awareness
	Would the agency have access to current creative for this years' campaigns such as photography and video assets?	Yes
	Who would the agency be working with on the FSU team?	Tina Raines, the Assistant Vice Chancellor for Marketing and Creative Services
	Does FSU utilize a landing page for their paid advertising campaigns? Would FSU be open to utilizing a landing page if time permits.	Yes
	Does FSU have any requirements on how the budget will be split up between traditional and digital marketing?	No requirements, but an expectation that digital will better reach the out-of-market transfer and Air Force targets more effectively.
	What is the current average monthly spend on digital marketing and the average monthly spend on traditional advertising.	50/50% locally, 100% digital in other markets
2.7,7	Do you prefer deck submissions to written proposals?	Written Proposal
5.2,12	What does a successful campaign look like to FSU?	Increased enrollment in Fall 2024, increased brand awareness

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5.1,12	Do you have an enrollment target you are trying to meet with this campaign for Fall 2024?	<p>Yes</p> <p>By 2027, increase total enrollment to 8,000 students. Currently 6,787</p> <p>By 2027, maintain incoming full-time, first-time freshmen students to a total of 725. Currently at 762</p> <p>By 2027, increase military-affiliated enrollment to 3,000. Currently at 2,120</p>
5.2,12	Can you share details on your historic enrollment data?	Enrollment of non-traditional students has increased. We serve 6,847 students. 55% are traditional. 32% are military-affiliated and 45% are adult learners.
5.2,12	What are the challenges viewed as current roadblocks to enrollment growth?	Awareness of cost saving opportunities and support resources
5.2, 12	What are the metrics of success beyond increased enrollment targets?	Increased brand recognition
5.2, 12	Of the target audiences, which groups are you seeing stagnation or decline in growth, if any?	Decline in traditional students
5.2, 12	Which types of students do you prioritize and/or see as the best opportunity for growth? Can you share the breakdown outlined in your current strategy?	Military-affiliated and transfer students
1.0, 5	<p>Is the \$275,000 budget outlined in the RFP inclusive of the paid media buy, or will that be a separate budget?</p> <p>If the paid media buy is included in the \$275,000 budget, do you have any guidelines for how much of that budget you would like to be spent on the media buy itself?</p>	<p>Inclusive</p> <p>As much as possible</p>

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5.1, 12	You mention that FSU wants to use this recruitment campaign to continue recruiting traditional, military-affiliated, adult learner, online and graduate students to attend FSU in Fall'24. Are all of these groups key audiences for this campaign?	Military-affiliated and transfer students are key audiences for these campaigns
5.2, 12	Are your key audiences those who have already applied, and been accepted to, FSU?	No
1.0, 5	What recruitment strategies has FSU used that have been the most successful to date?	One-on-one is most successful. Digital has generated strong leads.
5.2, 12	What research has been conducted as a part of the "research discovery"?	Focus group results, competition analysis, SWOT
5.2, 12	Was this qualitative or quantitative research, and among what audiences?	qualitative
5.2, 12	What were the goals of the research project?	Understand the history and the culture - determine strategy to increase awareness and then enrollment
1.0, 5	When are applications for target audiences applying to FSU due? When do they have to make a decision?	May 1 for traditional - up to the first day of class for transfer
5.2, 12	You mention services including "recommendations for earned, owned and paid media." Given the bulk of this RFP is focused on paid media and campaign creation, are you seeking input on strategy for earned and owned media only?  Will FSU execute on these ideas?	Yes        Yes

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5.2, 12	You mention that services include weekly update meetings/report. What format do you envision in this weekly update?	Open
5.2, 12	Will you expect the agency selected be responsible for making updates to the website itself, or just copy editing?	Just copy editing
5.2	If there are existing creative assets, are the assets segmented by campaign and audience identified in section 5.2?	We have existing assets for the military tuition scholarship and a style guide to lead direction in the development of additional assets for these targets.
	<p>Do you have enrollment benchmarks and objectives for Fall 2024?</p> <ul style="list-style-type: none"> <li>• Do enrollment objectives differ for in-person or online?</li> <li>• How close are you to meeting that goal?</li> <li>• Have you identified FY 24-25 objectives?</li> </ul>	We do have objectives set in our strategic plan. We can supply additional information on the specific target audiences.
	What are you currently using to track and evaluate campaign performance?	Platform analytics
4.1: Pricing, pg. 10	Is recommended paid media spend and any 3 <sup>rd</sup> party production costs part of the \$275K total budget or additional?	Yes – Part of the \$275k budget
2.4 RFP Schedule, pg. 6	RFP Schedule: Will a set of finalists be selected before making a final decision?	No
5.2 Tasks/Deliverables, Pg. 12	Was there a 2022 or 2023 recruitment campaign that the awarded agency can reference? Were there any learnings from this campaign that can be shared now?	2022 – branding campaign, website overhaul, and military microsite 2023 – production and collateral and media spend Tina can share learnings/takeaways

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5.2 Tasks/Deliverables , pg. 12	Can you identify what existing research exists?	Qualitative from focus groups
5.2 Tasks/Deliverables , pg. 12	Can you share how the 'leadership team' is organized and key decision makers?	See website/leadership (The Board, The Chancellor, Cabinet)  There are also leadership teams per project, ie: military experts, transfer experts, etc.
5.2 Tasks/Deliverables , pg. 12	What are the main geographic origins of the current student body or key cities/regions that the campaigns should target?	See Information provided above.

All other information contained in the RFP remains the same.

**INSTRUCTIONS:**

1. Return one properly executed copy of this addendum prior to the Bid Opening Date/Time listed above.
2. Please make the following change(s) in the bid referenced above:
3. Check ONE of the following options:
  - Bid has not been submitted. Any changes resulting from this addendum are included in our bid.
  - Bid has already been submitted. No changes resulted from this addendum.
  - Bid has already been submitted. Changes resulting from this addendum are as follows.

Execute Addendum:

Bidder: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name and Title (Typed): \_\_\_\_\_