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Questions for RFP# 114-23\_24\_04

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| Reference | Vendor Question |
| RFP Section, Page Number | Vendor question …? |
| 5.3 TASKS/DELIVERABLES 5.3.1 MEDIA RELATIONS, Page 13 | Could you share insights into PCC's target audience and the media outlets that align with this audience?  Piedmont Community College (PCC), a comprehensive two-year community college that began operating in 1970, is one of 58 colleges that make up the North Carolina Community College System (NCCCS). PCC serves the educational needs of the residents of Person and Caswell counties primarily through two campuses. Our target audiences include dually enrolled high school students and adult learners seeking workforce development training and/or educational degrees.  Are there any specific demographics or segments we should consider when developing media strategies? Adult Learners and underserved populations. |
| 5.3 TASKS/DELIVERABLES 5.3.1 MEDIA RELATIONS, Page 13 | Does PCC currently have any existing relationships with media outlets or journalists that we should leverage? (Yes)  Are there any specific local, regional, or national media outlets that are of particular importance? (All media outlets that cover our college’s service areas-- Person and Caswell Counties) |
| 5.3 TASKS/DELIVERABLES 5.3.1 MEDIA RELATIONS, Page 13 | Can you provide more details on the type of content PCC expects, especially for its website and social media platforms?  Content that informs students, prospective students, faculty, staff, and community partners of the opportunities, programs, and resources available at the college while promoting positive media coverage and enhancing the institution’s public image.  Are there specific guidelines for maintaining consistency in messaging across all media channels?  Yes, the college has a brand identity guide that outlines the proper use of our visual and written communications, providing a framework for upholding a positive reputation. |
| 5.3 TASKS/DELIVERABLES 5.3.1 MEDIA RELATIONS, Page 13 | Would the college be open to Brasco /// outsourcing a spokesperson for crisis situations? Or working with an outsourced PR firm? (Yes, if needed) |
| 5.3 TASKS/DELIVERABLES  5.3.2 CREATIVE SERVICES, Page 14 | Is the college open to a Creative Services retainer pricing model? (Yes)  Our standard approach to these partnerships is to contract for a bulk volume of hours, with a deliverables menu that designates the hours needed for various project types. |
| 5.3 TASKS/DELIVERABLES 5.3.1 MEDIA RELATIONS, Page 14 | How extensive is the media training expected for PCC faculty and staff, and what are the key areas of focus?  On an as-needed basis, not too extensive.  Are there specific departments or units within the college that require communication strategy consultation?  There is no specific department. Communication consultation may vary depending on the need. |
| 5.3 TASKS/DELIVERABLES 5.3.1 MEDIA RELATIONS, Page 14 | Reporting and Evaluation:  Could you specify the KPIs or metrics that PCC considers most important for measuring the effectiveness of media activities?  Enrollment (headcount and FTE); website traffic; application yield rates, inquiries, etc.  How does PCC prefer to receive and review monthly updates and quantifiable results?  Electronically. |
| 5.3 TASKS/DELIVERABLES 5.3.1 MEDIA RELATIONS, Page 14 | Messaging and Stakeholder Outreach:  Can you provide more information about the messaging needs for donor solicitation, stewardship, and alumni outreach?  This is an area of growth for the college.  Are there any specific themes or messages that have been successful in the past?  N/A |
| 5.3 TASKS/DELIVERABLES  5.3.2 CREATIVE SERVICES, Page 14 | Graphic Design and Content Creation:  Are there specific design guidelines or brand elements that should be followed for creative campaign materials?  PCC has a brand identity guide that outlines the proper use of our visual and written communications, providing a framework for upholding a positive reputation.  How flexible is the creative direction for student recruitment pieces and other collateral?  There is some flexibility, however all communication must algin with our current branding. |
| 5.3 TASKS/DELIVERABLES  5.3.2 CREATIVE SERVICES, Page 14 | What digital advertising platforms and tactics have been successful for PCC in the past, and are there any specific campaign types you are interested in?  The college is open to all campaign types that address our needs. |
| 5.3 TASKS/DELIVERABLES, 5.3.3 VIDEOGRAPHY SERVICES, Page 15 | How often are on-site video shoots expected, and is there a need for flexibility in terms of scheduling?  Maybe one or twice a semester depending on need. There is flexibility in terms of scheduling. |