



FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE

BID ADDENDUM

July 21, 2025

Bid Number: 96-2505	Commodity: 821018 Advertising Agency Services
Addendum Number: 01	Using Agency: Fayetteville Technical Community College
Buyer: Ginny Griffith, Director of Procurement	Opening Date/Time: August 05, 2025 @ 2:00 PM ET

Instructions:

A properly executed copy of this addendum, including all pages, **MUST be returned with your bid response and all required copies.** ****Failure to include a properly executed copy will result in the vendor being deemed non-responsive****

****Changes to the original RFP are as follows:**

- **Additional language, indicated in RED, added to section 2.6 PROPOSAL SUBMITTAL.**
- **Correction of links in section 7.0 ATTACHMENTS. All links are now functional.**

2.6 PROPOSAL SUBMITTAL

IMPORTANT NOTE: This is an absolute requirement. Late bids, regardless of cause, will not be opened or considered, and will be automatically disqualified from further consideration. Vendor shall bear the sole risk of late submission due to unintended or unanticipated delays. **It is the Vendor’s sole responsibility to ensure its proposal has been received as described in this RFP by the specified time and date of opening.** The time and date of receipt will be marked on each proposal when received. Any proposal or portion thereof received after the proposal deadline will be rejected.

[By Mail]

Mailing address for delivery of proposal via US Postal Service	Office Address of delivery by any other method (special delivery, overnight, or any other carrier).
PROPOSAL NUMBER: 96-2505 Fayetteville Technical Community College Attn: Ginny Griffith, Director of Procurement PO Box 35236 Fayetteville, NC 28303	PROPOSAL NUMBER: 96-2505 Fayetteville Technical Community College Attn: Ginny Griffith, Director of Procurement 2301 Hull Road, Thomas R. McLean Administration Building, Room 102A Fayetteville, NC 28303

CAUTION: For proposals submitted via U.S. mail, please note that the U.S. Postal Service generally does not deliver mail to a specified street address but to FTCC’s Mail Service Center. Vendors are cautioned that proposals sent via

U.S. Mail, including Express Mail, may not be delivered by the Mail Service Center to the agency’s purchasing office on the due date in time to meet the proposal deadline. All Vendors are urged to take the possibility of delay into account when submitting a proposal by U.S. Postal Service, courier, or other delivery service. **Attempts to submit a proposal via facsimile (FAX) machine, telephone, or email in response to this RFP shall NOT be accepted.**

- a) Submit one (1) **signed, original executed** proposal response and 1 (one) photocopy.
- b) Submit your proposal in a sealed package. Clearly mark each package with: (1) Vendor name; (2) the RFP number; and (3) the due date. Address the package(s) for delivery as shown in the table above. If Vendor is submitting more than one (1) proposal, each proposal shall be submitted in separate sealed envelopes and marked accordingly. For delivery purposes, separate sealed envelopes from a single Vendor may be included in the same outer package. Proposals are subject to rejection unless submitted with the information above included on the outside of the sealed proposal package.

Critical updated information may be included in Addenda to this RFP. It is important that all Vendors responding to this RFP periodically check the eVP portal for any Addenda that may be issued prior to the bid opening date. All Vendors shall be deemed to have read and understood all information in this RFP and all Addenda thereto.

If confidential and proprietary information is included in the proposal, also submit one (1) signed, REDACTED copy of the proposal. Such information may include trade secrets defined by N.C. Gen. Stat. § 66-152 and other information exempted from the Public Records Act pursuant to N.C. Gen. Stat. §132- 1.2. Vendor may designate information, Products, Services or appropriate portions of its response as confidential, consistent with and to the extent permitted under the statutes and rules set forth above. By so redacting any page, or portion of a page, the Vendor warrants that it has formed a good faith opinion, having received such necessary or proper review by counsel and other knowledgeable advisors, that the portions determined to be confidential and proprietary and redacted as such, meet the requirements of the Rules and Statutes set forth above. However, under no circumstances shall price information be designated as confidential.

If the Vendor does not provide a redacted version of the proposal with its proposal submission, the Department may release an unredacted version if a record request is received.

7.0 ATTACHMENTS

****IMPORTANT NOTICE****

RETURN THE REQUIRED ATTACHMENTS WITH YOUR RESPONSE

FOLLOW THE LINK TO ACCESS EACH ATTACHMENT

ATTACHMENT A: COST PROPOSAL

Complete and return the Cost associated with this RFP, which can be found in the table below. The cost proposal must provide a detailed breakdown of costs corresponding to each phase of the deliverables outlined in Section 5.3. Add/remove lines if needed. Vendor may provide additional information to supplement the costs provided in the table.

Phase 1 – Media Audit

Item	Description	Cost
<i>Total Phase 1 Cost:</i>		

Phase 2 – Strategy Development

Item	Description	Cost

<i>Total Phase 2 Cost:</i>		

Phase 3 – Campaign Launch

Item	Description	Cost
<i>Total Phase 3 Cost:</i>		

Phase 4 – Ongoing Management

Item	Description	Cost
<i>Total Phase 4 Cost:</i>		

Total Project Cost: _____

ATTACHMENT B: INSTRUCTIONS TO VENDORS

The Instructions to Vendors, which are incorporated herein by this reference, may be found here:
<https://www.doa.nc.gov/pandc/north-carolina-instructions-vendors-1-2025/open>

ATTACHMENT C: NORTH CAROLINA GENERAL TERMS & CONDITIONS

The North Carolina General Terms and Conditions, which are incorporated herein by this reference, may be found here:
<https://www.doa.nc.gov/north-carolina-general-terms-and-conditions-5-2025/open>

ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION

Complete and return the Historically Underutilized Businesses (HUB) Vendor Information form, which can be found at the following link:
<https://www.doa.nc.gov/pandc/onlineforms/pc-hub-supplemental-vendor-information-92021-pdf/open>

ATTACHMENT E: CUSTOMER REFERENCE FORM

Complete and return the Customer Reference Form, which can be found at the following link:
<https://www.doa.nc.gov/pc-customer-reference-template-attachment-e-pdf/open>

ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR

Complete and return the Location of Workers Utilized by Vendor, which can be found at the following link:
<https://www.doa.nc.gov/pandc/onlineforms/pc-worker-location-92021-pdf/open>

ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION

Complete, sign, and return the Certification of Financial Condition, which can be found at the following link:
<https://www.doa.nc.gov/pandc/onlineforms/pc-certification-financial-condition-92021-pdf/open>

LOBBYING ACTIVITY CERTIFICATION FOR FEDERAL GRANTS

The Certification for Contracts, Grants, Loans, and Cooperative Agreements and the OMB Standard Form LLL are separate documents that can be found at the following link:

<https://www.doa.nc.gov/pc-contracts-grants-loans-cooperative-agreements-certification-72020-pdf/open>

***** Failure to Return the Required Attachments May Eliminate Your Response from Further Consideration *****

Reference	Vendor Question	FTCC Response
Attachment A, Page 20	Does Fayetteville Technical Community College have an intended annual media purchase budget for this account?	FTCC has not established a budget for this project. Vendor should make recommendations.
Attachment E	For projects that don't have a CPAR, how will you evaluate past performance?	Vendor should employ tactics to help determine responses to marketing activity
Evaluation Criteria, Page 10	Will local vendor status or North Carolina-based operations be considered in the evaluation scoring? If so, could you clarify how this preference is quantified or factored into the scoring rubric?	Proposals will be scored based on the criteria outlined in the RFP, section 3.3 Evaluation Criteria
General (RFP Overview)	What are FTCC's key performance indicators (KPIs) for campaign success (e.g., leads, applications, enrollments, brand awareness, engagement metrics)?	Increased enrollment, improved retention and competition rates are the desired outcomes.
General (RFP Overview)	Will FTCC share lead quality data (e.g., application progression, enrollment status) and enrollment figures on a regular basis to enable campaign and audience optimization throughout the engagement?	FTCC can periodically share data on the status of key performance indicators with vendor.
General (RFP Overview)	The RFP does not include the development of creative assets. Will Fayetteville Technical Community College provide the creative assets for the campaign?	FTCC would like for the vendor to provide creative assets.
Scope of Work, Page 14	Does FTCC have a preferred spend allocation between media audit and the media planning and strategy development services, or should vendors propose based on their strategic recommendation?	Vendor should propose based on their strategic recommendation.
Section 2.6, Page 7	Could you please confirm whether FTCC would be open to accepting an electronic submission in place of, the requested hard copy submission?	Mail is the only option for submission.

Section 2.6, Page 7	Should all documentation for a digital partner be included in the main proposal package, or should it be separated?	Documentation should be included in the main proposal information.
Section 2.6, Page 7	Can we please double-confirm the only option is to submit by mail?	Mail is the only option for submission.
Section 2.6, Page 7	How quickly does the FTCC's mail service process and deliver mail?	External mail is processed from USPS daily and delivered to departments on campus daily, in the morning.
Section 2.6, Page 7	What is your recommendation for the quickest way to get the RFP to the procurement department?	Overnight mail via FedEx or UPS or in person delivery is recommended.
Section 2.6, Page 7	Do FedEx or UPS deliveries go directly to Ms. Griffith and is so, is there a delay in delivery upon arrival at the location?	FedEx and UPS deliveries are directed to FTCC's Property Control office, then delivered to the Procurement Office by Property Control staff. Property Control is made aware of Proposal Deadlines.
Section 2.8, Page 10	Is FTCC open to proposals that expand beyond media auditing and advertising to include full-funnel OPX services—such as lead nurturing, enrollment coaching, retention interventions, and instructional design?	FTCC will consider vendor recommendations.
Section 3.3, Page 10	Is there any preference in the criteria for local agencies?	Proposals will be scored based on the criteria outlined in the RFP, section 3.3 Evaluation Criteria
Section 3.3, Page 9	For Cost, does FTCC have a preference for a managed fee model or CPM model for media plans?	No preference.
Section 4.1, Page 12	What is the anticipated budget range for this engagement, and are there flexibility or contingency funds for campaign expansion or technology integration?	Vendor should make recommendations.
Section 4.10, Page 12	If we include a digital media partner for buying, what documentation and approvals are required? Should we include bios or references for partner personnel?	Yes
Section 4.2, Page 10	Is Attachment G: Certification of Financial Condition required only for the lead agency, or must a digital media partner also submit this documentation?	Digital media partners shall submit all attachments as if they were the lead agency.
Section 4.2, Page 11	How will the goal of 10% for minority owned/those planning to support Historically Underutilized Business program be factored into scoring?	This is not a scored component of the evaluation criteria; however, HUB vendors are encouraged to complete Attachment D: HUB Supplemental Vendor Information, which is used to

		identify themselves as a HUB vendor to support the state's diversity and inclusion objectives.
Section 4.4, Page 11	Are there preferred marketing technologies, analytics tools, or CRM systems that the agency should have experience with or be required to use?	Agency should expect to interact with FTCC staff leading the CRM (Element451) and Google Analytics efforts and should provide any other recommendations deemed necessary or desirable.
Section 5.1, Page 12	Are there any specific strategic goals and/or aspirations tied to this scope of work? (i.e. looking to grow enrollment, increase geographic diversity, grow specific programs or populations?)	Overall enrollment growth of at least 5% per year and enrollment growth in target audiences: military, military dependents and spouses, adult learners and high school graduates. Also improved course completion, persistence and retention rates for Pell recipients and economically disadvantaged students
Section 5.1, Page 12	Why is FTCC seeking a partner for this work now?	To explore all options available and assess current marketing executions.
Section 5.1, Page 12	What key partners, departments, and college personnel will be engaged in this project?	Office of President, Student Services, Marketing and Public Relations
Section 5.1, Page 12	Is there an incumbent agency providing these services to the college? If so, are they eligible to be awarded this contract? Why or why not?	FTCC is currently working with a variety of vendors who provide different types of outreach. Current vendors are eligible to submit a proposal and be awarded a contract.
Section 5.1, Page 12	Are there any specific media channels, platforms, or tactics that FTCC prefers to prioritize or exclude in the media plan?	FTCC is seeking the opinions via this proposal to determine the best outreach methods.
Section 5.1, Page 12	The RFP references performance analysis and reporting. How does FTCC currently capture campaign reporting?	Vendors provide client dashboards and reports and one vendor ties in directly with FTCC's CRM platform, Element 451.
Section 5.1, Page 12	Does the college have a CRM? If so, what CRM does the college use?	Element 451
Section 5.1, Page 12	FTCC references current marketing investments. Are those done in-house or with an incumbent agency or media buyer?	In house
Section 5.1, Page 13	Can you confirm your CRM?	Element 451 and Canvas (LMS). The college is currently moving from the legacy ERP Colleague to a new system. FTCC is a pilot in testing Ellucian's Banner platform.

Section 5.1, Pages 14-15	Which internal systems (CRM, SIS, LMS, marketing automation) are currently used to track prospective student engagement, application progress, and enrollment attribution—and are those accessible to partners for optimization and reporting?	Element 451 is the internal system used at FTCC for tracking enrollment.
Section 5.2, 14-15	Will FTCC provide brand guidelines and current creative assets, or is developing new guidelines and templates part of the agency's scope?	FTCC will provide brand guidelines and assist with providing photos and videos.
Section 5.2, Page 13	Has FTCC done any sort of audit or market position analysis in the past that could be shared with the selected vendor?	No, we have not.
Section 5.2, Page 13	Do you have any research available that informed your current messaging and media tactics/strategies that will be available for the awarded partner to review?	No research available
Section 5.2, Page 13	Does the time period of the audit (past 24 months) coincide with a shift in strategy, campaign duration, or something else?	2-year assessment will help determine future marketing plan
Section 5.2, Page 13	Do you have any research/existing data on your target demographics to inform this audit and subsequent research or recommendations?	We have information available from Element 451 and from our Institutional Effectiveness department concerning enrollment and other data to inform KPIs
Section 5.2, Page 13	Are you open to conducting additional/new demographic research to inform the development of new audience-focused media plans?	Vendor should incorporate any recommendations into proposal.
Section 5.2, Page 13	Has the college ever completed a media and advertising audit before, and if so, will those results be available to the awarded partner for review?	No, we have not.
Section 5.2, Page 13	How if at all are you currently tracking and monitoring media and advertising performance?	Vendor reports. Leads from our key digital marketing vendor go directly into Element 451.
Section 5.2, Page 13	Are there metrics, in addition to spend, that you have historical data for, and if so, how many years back?	Institutional Effectiveness has statistical information on student characteristics and enrollment
Section 5.2, Page 13	Do you have any research/existing data on ROI of current efforts and how your media investments to date have impacted enrollment?	Institutional Effectiveness has statistical information on student characteristics and enrollment.
Section 5.2, Page 13	How are you currently serving/flighting your media and advertising campaign?	These are currently managed by the college.

	Is it through an agency partner, or managed by the college?	
Section 5.2, Page 13	Do you anticipate any challenges in auditing/understanding effectiveness of media investment for reaching military audiences?	Vendor should be prepared to assess this.
Section 5.2, Page 13	Can you confirm whether performance data is available for direct mail and event marketing efforts? If so, how is this currently being measured?	Not currently measured.
Section 5.2, Page 13	Has the college implemented any A/B testing in previous media campaigns (e.g., ad creative, landing pages, messages)? Will results from these tests be available?	The college has not implemented any A/B Testing.
Section 5.2, Page 13	Will we have access to the full advertising accounts and associated analytics platforms (e.g., Google Ads, Meta Ads Manager, CRM, Google Analytics) to conduct this analysis?	Yes. CRM, Google Analytics, Meta Ads Manager.
Section 5.2, Page 13	How is conversion currently defined and tracked across channels (e.g., form fills, applications, enrollments)?	Leads go directly into Element 451.
Section 5.2, Page 14	What institutions do you consider to be key competitors/peers in this space?	2- and 4-year colleges in the surrounding area
Section 5.2, Page 14	Does the college already have geotargeting strategies or ZIP code-based data that informs their current market prioritization?	Yes
Section 5.2, Page 14	Are there any restrictions on media vendor types, platforms or contract terms we should be aware of (e.g., state-approved vendors, GSA schedules)?	Vendors shall be registered with the NC Secretary of State, and shall also be registered for E-Procurement through the North Carolina Electronic Vendor Portal (eVP). Purchase orders will be issued through E-Procurement.
Section 5.2, Page 14	What CRM platform does the college use?	Element 451
Section 5.2, Page 14	Can you provide detailed audience segmentation data (e.g., demographics, geographies, behaviors) for the priority populations mentioned?	Yes, these details will be shared with the awarded vendor.
Section 5.2, Page 14	Under the Competitive Market Analysis section, how does FTCC define the region "touched by the college"? Are there specific counties, ZIP codes, or DMAs that should be included in the analysis?	FTCC primarily serves Cumberland County, but approximately 29-30% of students come from the following adjacent counties: Harnett, Hoke, Robeson, Bladen and Sampson

Section 5.2, Page 14	Under the Competitive Market Analysis section, has FTCC already identified any competitor institutions it would consider most relevant, or would the college like the vendor selected to define the competitor set based on enrollment overlap or geography?	FTCC is interested in the vendor providing its assessment
Section 5.2, Page 14	Has the college conducted any recent external perception or brand research (e.g., surveys, focus groups, or third-party studies) that could inform or support this analysis? If so, would those findings be available to the selected vendor?	FTCC is undergoing a rebranding and research in these areas has been done as a result.
Section 5.2, Page 14	Will the review and analysis be across institution level campaigns, program campaigns, or both?	Both
Section 5.2, Page 14	Can you share a budget range for the work you've completed historically and/or a budget for this contract?	Vendor should make recommendations.
Section 5.2, Page 14	Which CRM(s) does FTCC currently use (Element451, Salesforce, Ellucian, etc.), and what level of access will be provided to the vendor?	Element 451
Section 5.2, Page 14	When was the last time an analysis of this kind was completed, and what are you looking to change this time around?	FTCC has never conducted an analysis of this kind.
Section 5.2, Page 15	For campaign implementation, does FTCC plan to manage copywriting and design creation in house?	FTCC plans to review/approve.
Section 5.2, Page 15	Regarding reaching "influencers" for first-time learners, would you consider appending your student target lists to get parent email and the ability to target parents with digital media? If so, can you provide a current inquiry count for first-time learners to use in estimating cost?	FTCC's current marketing targets households targeting our student populations.
Section 5.2, Page 15	Are there existing audience personas or research that should inform the audit and guide future media targeting strategies and recommendations?	Vendor should recommend their strategies.
Section 5.2, Page 15	Are there preferred media outlets, platforms, or vendors the college has historically partnered with or would prefer to continue working with?	No preferences
Section 5.2, Page 15	Who would you consider your current three main competitors?	Fayetteville State University, Methodist University, Campbell University

Section 5.2, Page 15	Can FTCC clarify which audiences should be prioritized in media targeting and resource allocation (e.g., first-time learners, adult learners, military-connected students, employer relation targets)?	FTCC wishes to target all members of these populations
Section 5.2, Page 16	Does the college currently utilize UTM tagging, conversion tracking, or offline enrollment attribution tools to measure campaign success?	Leads go directly into Element 451.
Section 5.2, Page 16	Do you have enrollment or outcome targets for the audiences listed?	Overall enrollment growth of at least 5% per year and enrollment growth in target audiences: military, military dependents and spouses, adult learners and high school graduates. Also improved course completion, persistence and retention rates for Pell recipients and economically disadvantaged students
Section 5.2, Page 16	What student information system does FTCC currently use? Can existing leads and students be used for advertising remarketing and custom audience creation?	Element 451
Section 5.2, Page 17	What enrollment, re-enrollment, or lead generation targets is FTCC hoping to achieve through this initiative, and how are those segmented (e.g., traditional students, adult learners, military-affiliated)?	Overall enrollment growth of at least 5% per year and enrollment growth in target audiences: military, military dependents and spouses, adult learners and high school graduates. Also improved course completion, persistence and retention rates for Pell recipients and economically disadvantaged students
Section 5.2, Page 17	Are you able to divulge your historical recruitment targets and progress to them to help inform the scale of audit of performance?	Yes
Section 5.2, Page 17	What is your student information system?	Element 451
Section 5.2, Page 17	Integration and Tracking Setup- are any of these items already in place and looking for improvements, or are these all new endeavors?	Leads with current vendor feed directly into Element 451
Section 5.2, Page 18	Can you share your top 3 qualities that the agency should possess for executing project organization?	Effectiveness in terms of messaging; turnaround/delivery/execution; creative design
Section 5.2, Pages 13-14	Can you share the total marketing and advertising spend over the past 24 months—broken out by channel (digital, print, radio, TV, events, etc.)—	Yes

	to better understand past investment levels?	
Section 5.2, Pages 13-16	Will FTCC provide access to historical media plans, analytics, performance data, and vendor contracts to support a comprehensive media audit in Phase 1?	Institutional Effectiveness has statistical information on student characteristics and enrollment. This data can be shared with the vendor awarded the contract.
Section 5.2, Pages 13-16	Which advertising channels and tactics have historically performed best for FTCC, and are there channels you would prefer to avoid or specifically prioritize?	FTCC uses variety of marketing executions; some are difficult to measure in terms of effectiveness
Section 5.2, Pages 13-16	Are there existing media partners or vendor relationships for any channels (digital, traditional, out-of-home, etc.) that should be included or considered in our recommendations?	No
Section 5.2, Pages 13-16	What are FTCC's primary goals for this engagement (e.g., enrollment growth, brand awareness, reaching specific student populations), and what KPIs are most important for ongoing reporting?	Overall enrollment growth of at least 5% per year and enrollment growth in target audiences: military, military dependents and spouses, adult learners and high school graduates. Also improved course completion, persistence and retention rates for Pell recipients and economically disadvantaged students
Section 5.2, Pages 13-16	Is there an anticipated budget range (overall or by phase/task) that FTCC has set aside for this engagement to support media audit, planning, and campaign execution?	FTCC does not have an anticipated budget range. Vendor should make recommendations.
Section 5.2, Pages 13-16	For creative assets, will these be developed by FTCC or the agency? Are there specific calls-to-action or messaging themes to be emphasized or avoided?	Agency generated; messaging will change and be provided by college officials.
Section 5.2, Pages 13-16	Are there key geographic markets, school districts, or specific populations (such as military-connected students) that are a top focus for FTCC's marketing?	Military students, high school graduates, adults seeking to refresh skills or switch careers.
Section 5.2, Pages 13-16	For outreach to military-connected students, does FTCC already have access to on-base or military advertising opportunities (lists), or should the agency secure these?	These should be secured by the agency.
Section 5.2, Pages 13-16	Will the agency be responsible for executing all media buys directly, or will FTCC maintain relationships with	Determination will be made based on the situation.

	any existing vendors or publishers for certain channels?	
Section 5.2, Pages 13-16	Are there specific FERPA, data privacy, or student data policies that both the agency must adhere to for campaign measurement and analytics?	FTCC must comply with FERPA but can provide some information without restriction, including name, email address, mailing address and program of study for most students. The college is limited in what information it can share beyond that but would consider any request.
Section 5.2, Pages 13-16	Does FTCC have existing media monitoring, social listening, or reputation management tools, or should the agency propose and implement these as part of the engagement?	No paid media monitoring at present. Vendor can determine whether to include in proposal.
Section 5.2, Pages 13-16	Can FTCC share any details about previous campaign budgets and seasonal spend patterns to help inform our strategic recommendations?	FTCC advertises year-round and advertises heavily in advance of Fall, Spring and Summer enrollment periods.
Section 5.2, Pages 13-16	Are there any restrictions regarding use of first-party or third-party data for targeting, or any audiences we are not permitted to target in digital campaigns?	FTCC markets within its service area as much as possible with the understanding that some mediums, such as TV, reach audiences beyond our service area. The service area is primarily focused on Cumberland County but 29-30% of our students come from 5 surrounding counties.
Section 5.2, pages 16-17	What is FTCC's preferred cadence and format for reporting (e.g., weekly dashboards, monthly presentations)?	Monthly dashboards/presentations/updates are preferred
Section 5.2	Beyond "varying degrees of success," can FTCC provide specific baseline metrics for current student enrollment (overall, by program type, by student segment: traditional, adult, military, working professional)?	Institutional Effectiveness has statistical information on student characteristics and enrollment and can be shared with the vendor awarded the contract.
Section 5.2	What are the current brand awareness metrics (e.g., aided/unaided recall) within Cumberland County and surrounding areas?	FTCC uses a variety of marketing executions - radio, print, digital - but has not done a formal analysis of brand awareness in the county and surrounding areas.
Section 5.2	What are the historical performance data points (e.g., inquiry volume, application rates, conversion rates by channel) for past advertising efforts that FTCC considers "successful" or "unsuccessful"?	One vendor's leads directly feed into Element 451 but other executions are difficult to measure success.

Section 5.2	What are FTCC's quantifiable near-term (e.g., next 12-18 months) and long-term (e.g., 3-5 years) enrollment targets? Are these broken down by academic program, student segment, or campus location?	Overall enrollment growth of at least 5% per year and enrollment growth in target audiences: military, military dependents and spouses, adult learners and high school graduates. Also improved course completion, persistence and retention rates for Pell recipients and economically disadvantaged students.
Section 5.2	Are there any specific academic or continuing education programs that are strategic priorities for enrollment growth (e.g., new workforce alignment initiatives, high-demand fields, military-focused programs)?	FTCC typically targets military, adult, and high school student populations and highlights programs in high-demand fields that are appropriate for each.
Section 5.2	What institutions do you deem your competition?	Fayetteville State University, Methodist University, Campbell University
	How have past vendors been compensated – commission based, retainer, or project based?	Project/contract based.
Section 5.3, Page 16	Is there a target start date for the campaign?	By September 1, 2025
Section 5.3, Page 17	Are you able to share your incumbent agency, and what has prompted the RFP at this time?	No
Section 5.5, Page 17	What do you think is going to be the most challenging part of this engagement for your organization? For your selected partner/vendor?	Timelines involved for expedient turnaround and delivery of marketing campaigns
Section 5.5, Page 17	Is there an expectation that hourly pricing/effort is reported with invoicing?	Yes
Section 7, Page 20	Is there an anticipated budget set aside for the media audit and ad services? What is the total annual media placement budget?	Vendor should make recommendations.
Section 7, Page 20	Is a chart detailing agency fees on a sliding scale as they relate to net media spend an acceptable substitution to the deliverables cost chart on page 20?	Yes.
Section 7.0, Page 20	Is there a maximum budget set for this work?	No, vendor should make recommendations.
Section 7.0, Page 20	Is there an average budget or range for a similar project that you are able to share as an example from the past 5 years?	No
	Is there a budget or budget range for this RFP?	Vendor should make recommendations.

	What are FTCC's primary enrollment priorities for the upcoming year?	Overall enrollment growth of at least 5% and enrollment growth in target audiences: military, adult learners and high school graduates. Also improved course completion, persistence and retention rates for Pell recipients and economically disadvantaged students
	Is there an existing CRM or student information system (SIS) currently integrated with marketing efforts?	Element 451
	Will FTCC provide access to historical media performance data, vendor contracts, and campaign metrics upon award – or will some of this need to be reconstructed?	Our Element 451 administrators can share enrollment trends for marketing efforts that send leads into Element 451.
	Are there any in-progress or upcoming creative campaigns we should be aware of – or are we starting from scratch?	Start from scratch; we typically promote fall, spring and summer class registrations but Dr. Sorrells may be changing this
	Are any specific tools or platforms (e.g., Google Ads, Tag Manager, analytics dashboards) currently in use – or is FTCC open to vendor recommendations and implementations?	Open to vendor recommendations
	To what extent is the college's current media performance tracking infrastructure developed?	Determined by Marketing Office under direction of President
	Who will serve as the primary point of contact from FTCC's side? Will this be a marketing team, a project manager, or someone else?	Head or acting head of FTCC Marketing Department
	Does FTCC have an internal team responsible for creative development, or will the selected vendor be expected to provide those services as well?	The selected vendor will be expected to provide these services.
	How many stakeholders are anticipated to be involved in major approval cycles (audit findings, media planning, reporting)?	Marketing team, President and any designees by the president.
	Can FTCC provide additional context on its current media strategy and team structure?	FTCC's marketing dept consists of the Executive Director of Marketing and Public Relations, Director of Marketing, Social Media Specialist, and Webmaster. Strategy is to promote FTCC, educational programs, registration periods and special events.

	What specific challenges or pain points prompted this RFP?	FTCC wishes to understand all of the options available and assess current marketing executions.
	Are there any known gaps or blind spots in the current media performance data or tracking setup that the selected vendor should be prepared to address?	FTCC is currently promoting major fall classes; will soon begin fall II & spring promotions. Currently, we are not given adequate information to see how media performance data converts to key performance indicators important to the college.
	Has FTCC previously engaged in a media audit of this scope? If so, what were the major takeaways – or areas that still need improvement?	No, we have not.
	Are there any known obstacles to implementing campaign changes (e.g., limited internal bandwidth, creative asset development, long approval cycles)?	None that we are aware of.
	How does FTCC currently define and measure success in media performance (e.g., leads, enrollments, impressions, engagement)?	We currently define this through enrollment growth.
	Are there any required KPIs or benchmarks for each phase (e.g., cost-per-lead goals, enrollment targets, or baseline improvements)?	Enrollment growth/targets.
	Would FTCC like reporting dashboards to be accessible to internal users, or should vendors plan to deliver all insights via PDF/presentations?	Combination of access plus vendor review, assessment, and recommendations.
	Does the proposed timeline (i.e., Media Audit in Months 1–2, Campaign Launch in Months 3–4) allow for flexibility based on data collection, stakeholder availability, or institutional review cycles?	Yes
	Are there any hard deadlines tied to internal events, enrollment windows, or board reporting cycles that we should account for in planning?	2nd 8-week Fall classes begin in October; promotion of spring classes will begin in Oct/Nov.
	Of the audiences identified – first-time learners, adult learners, military-connected students, and employer relations targets – does FTCC have a sense of priority or strategic focus for the next enrollment cycle?	No priority.
	Are there any personas, segmentation models, or market research FTCC has	Institutional Effectiveness has statistical information on student characteristics and enrollment, which

	already developed for these audiences that we can build on?	can be shared with the awarded vendor.
	Does FTCC have geographic or demographic targeting preferences within each audience segment (e.g., specific ZIP codes, age ranges, career changers)?	Target military, high school graduates, young adults.
	Are there any underserved audiences FTCC is hoping to reach more effectively through this engagement?	Military students and high school graduates.
	Is there a working budget range or ceiling that vendors should be aware of to guide our recommendations across conservative, moderate, and aggressive spend scenarios?	Vendor should make recommendations.
	A few years ago, we conducted a database analysis for FTCC. Would you be open to securely sharing your updated database (e.g., via FTP) so we can perform a refreshed analysis?	Not familiar
	Could you also provide your enrollment file for the period of 7/1/2023 - 6/30/2025? This will allow us to run match back reporting against the campaigns we've managed.	This can be shared with the awarded vendor.
	Given the current campaign has a 3-month extension and the RFP requests an annual proposal, should we structure our proposal for the remaining 9 months of the fiscal year (July - June), or follow the October - September timeline as outlined?	Annual
	The RFP references audience segments including First-Time Learners, Adult Learners, and Military-Connected Students. Will FTCC be focusing on specific programs within these groups, or should messaging remain broad to support general enrollment?	Proposal should integrate enrollment strategies with continuing education efforts especially short-term workforce courses that align with academic programs.
	Should our proposal integrate enrollment strategies with continuing education efforts, or will continuing education remain a separate initiative?	Proposal should integrate enrollment strategies with continuing education efforts especially short-term workforce courses that align with academic programs.
	Could you clarify the geographic targeting radius? The RFP mentions geo-fencing Fort Bragg but does not specify a general radius (e.g., 30 or 35 miles) around campus.	50-mile radius around campus.

	Is the RFP open to all media companies and agencies (both national and local), or is it limited to education-focused agencies? Understanding the competitive landscape will help us tailor our approach appropriately.	Open to all but experience with higher education marketing is strongly desired.
	Has FTCC previously worked with a single agency of record across marketing, enrollment, and retention services, or are those functions currently handled separately?	Functions handled separately.
	Is this a new requirement or existing? If existing who is the incumbent agency?	This is a new requirement.
	What is the allocated budget for this contract? If you are unable to provide the budget, can you give a range of anticipated spend based previous years?	Vendor should make recommendations.
	What is your preferred media mix/spend between digital and traditional advertising?	Seeking recommendation from vendor.
	Are there any specific programs that FTCC would like to prioritize for this upcoming enrollment window?	Those identified as high demand employment occupation in our local and regional markets as defined by labor market data: Nursing; all Allied Health programs; Trades - Carpentry, Plumbing, Electrical & HVAC, Computer Technology; Public Service: First Responders (EMS, Paramedic and Fire), Law Enforcement, Utility workers; Business especially supply chain & logistics, CDL, accounting & entrepreneurship; Engineering, Industrial Maintenance & Mechatronics
	What are your preferred geographic targets across NC? Are you interested in targeting cities or areas outside of NC?	FTCC markets within its service area as much as possible with the understanding that some mediums, such as TV, reach audiences beyond our service area. The service area is primarily focused on Cumberland County but 29-30% of our students come from 5 surrounding counties.
	Do you have an incumbent, and are they participating in this RFP?	FTCC does have an incumbent. The incumbent agency is eligible to participate in this RFP, but FTCC will not know whether they choose to participate until proposals are submitted.

	How is your team that guides the media partner's efforts structured?	Executive Director of Marketing and Public Relations, Director of Marketing, Social Media Specialist, and Webmaster
	Can you provide detail around your ideal media agency partnership?	Easy-to-reach partner who responds timely, executes quickly and effectively
	Historically, what have been your greatest pain points working with agency partners on the scope of work outlined in this RFP?	FTCC has not used agency partners in the past.
	Can you share your vision over the next 3-5 years? How would you measure that success?	Overall enrollment growth of at least 5% per year and enrollment growth in target audiences: military, military dependents and spouses, adult learners and high school graduates. Also improved course completion, persistence and retention rates for Pell recipients and economically disadvantaged students
	What do you consider your biggest opportunities? How about your biggest challenges?	Military and High School graduates.
	Can you share who you think your key competitors are?	Methodist University, Fayetteville State University, Campbell University
	Are there in-state and out-of-state student targets the university has established? Are you able to list these, as well as your top feeder markets?	Military, recent high school grads, and adult learners.
	Do you have any segmentation research for your target audiences/personas (undergrads, grads, online learners, etc.) that you could share?	Institutional Effectiveness has statistical information on student characteristics and enrollment, which can be shared with the awarded vendor.
	Do you have specific budget percentages for each target audience?	No.
	Who do you see as your largest growth/opportunity target audience(s) or geographies?	Military and high school students.
	How do you plan to measure the success of your traditional and digital media efforts? Are there specific KPIs or outcomes you expect to achieve (e.g., awareness and consideration levels, enrollment numbers, conversion rates, etc.)?	FTCC plans to measure this success through enrollment growth.
	Are there any media channels that you have seen strong success with (or that were not successful) in past campaigns?	We have had strong campaigns through digital channels.

	Do you have a preferred DSP/trade desk partner?	No.
	What tools or platforms do you currently use to track and measure campaign performance? Should the agency align with these tools or propose new tracking methods?	One vendor's leads directly feed into Element 451 but other executions are difficult to measure success beyond clicks, views and traffic driven to our website.
	Do you have any research on historical/current brand awareness/perception levels?	Yes, these details can be shared with the awarded vendor.
	Is the budget referenced in the RFP per year, or spread over the contract?	Spread over the contract.
	Is the budget for media agency fees and hard costs only, or will the agency need to handle asset production and trafficking of traditional media assets as well?	Agency will need to handle asset production and trafficking of traditional media assets as well.
	We receive 404 errors when clicking the links for all attachments	See correction in 7.0 ATTACHMENTS above.
	Are there any page or word limits for our responses?	No.
	Will you consider working with an out-of-state agency, as long as we are willing to register our business in North Carolina as well?	The selected Vendor(s) shall complete registration with the NC Secretary of State and shall provide evidence of filing to the Procurement Lead. The selected vendor(s) shall also be registered in eProcurement through the electronic Vendor Portal (eVP).
	Do you have an approximate Annual Budget you can share? Please also confirm if the budget is inclusive of any agency fees, or is net media only	Vendor should make recommendations and indicate the amount of agency fees and whether or not they are included.
	Is there an incumbent agency, and will they be participating in this RFP?	FTCC does have an incumbent agency. The incumbent agency is eligible to participate in this RFP, but FTCC will not know whether they choose to participate until proposals are submitted.
	What is the reason you have issued the RFP? ("Looking for a new agency", "Required to do so every few years", etc.)	FTCC wishes to understand all of the options available and assess current marketing executions.

	<p>Upon review of the RFP, we did not observe any explicit instructions regarding the submission and designation of trade secrets or proprietary/confidential information within the RFP or its referenced attachments. In previous North Carolina procurements, language has been included to address how proposers may designate certain information as confidential or a trade secret pursuant to G.S. § 66-152 and G.S. § 132-1.2, as well as the requirement to submit a redacted copy of the proposal for public records purposes. Could you please clarify if similar provisions apply for this procurement, and if so, provide guidance on: The proper method to designate portions of our proposal as confidential or containing trade secrets, whether a redacted (public) copy should be submitted with our proposal package, and any specific formatting or submission requirements for such designations?</p>	<p>See clarification in 2.6 PROPOSAL SUBMITTAL above.</p>
	<p>Can FTCC describe the structure and size of its internal marketing team? What are their core competencies, and what functions do they currently handle in-house versus outsource?</p>	<p>Marketing team comprises the Executive Director of Marketing and Public Relations, the Director of Marketing, Social Media Specialist, and Webmaster. Depending on needs, the department works together and separately to determine and execute marketing strategies and solutions.</p>
	<p>What marketing technologies or platforms (e.g., CRM, marketing automation, analytics tools, website CMS) are currently in use by FTCC?</p>	<p>CRM and Google Analytics; dashboard by one vendor.</p>
	<p>Beyond the desire for a "more coordinated and performance-based strategy," what are the most significant internal or external challenges FTCC is currently facing that this RFP is intended to address? (e.g., declining enrollment in specific programs, increased competition, budget pressures, difficulty reaching specific student segments, brand perception issues).</p>	<p>FTCC wishes to understand all of the options available and assess current marketing executions for their effectiveness in reaching target audiences: high school students and graduates, adult learners, military.</p>

	What prompted the decision to seek a comprehensive media audit now?	FTCC wishes to understand all of the options available and assess current marketing executions.
	How many years of data will be provided for review?	Institutional Effectiveness has statistical information on student characteristics and enrollment, which can be shared with the awarded vendor.
	Do you have any focus group data from past campaigns that would further provide insight into the enrollment outcome?	FTCC targets military, high school grads, and adult learners
	You have identified traditional media, digital advertising, direct mail and event sponsorships as the vehicles for current marketing initiatives – what are your thoughts for modernization of outreach efforts?	We seek the vendor's recommendations
	Understand there are challenges to your current media plan, can you provide the distribution of media based upon your target audiences and is this similarly represented in your admission rates?	This information is not available.
	Who are the key decision-makers and stakeholders involved in the selection process and, more importantly, in the ongoing strategic direction of FTCC's marketing efforts? (e.g., President, VPs, Deans, Board members).	President.
	What is the desired level of involvement from the selected vendor in strategic discussions beyond just media planning and implementation?	Determination will be made based on the situation.
	If multiple awards are made, will the office manage the vendors or will one vendor serve as the primary lead?	Determination will be made based on the situation.
	Section 4.3 HUB Participation. Based upon the statement 4.0 HUB Participation, are you seeking a local vendor?	The intent of the HUB participation statement in Section 4.3 is not to prioritize or require a local vendor, but to encourage participation from vendors who are recognized as Historically Underutilized Businesses (HUBs).
	The RFP doesn't indicate what will occur with the outcome of the evaluation. Will there be an RFP for communications and creative strategy, media, planning, buying, etc.- a full-service agency that would manage all	Determination will be made based on the situation.

	of the facets involved in developing and executing a new campaign?	
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Check **ONE** of the following options:

_____ Bid has already been submitted. Changes resulting from this addendum are as follows:

_____ Bid has already been submitted. NO CHANGES resulted from this addendum.

_____ Bid has NOT been submitted. ANY CHANGES resulting from this addendum are included in our bid.

EXECUTE ADDENDUM

BIDDER: _____

ADDRESS (CITY & STATE): _____

AUTHORIZED SIGNATURE: _____ DATE: _____

NAME and TITLE (Print): _____

EMAIL ADDRESS and PHONE #: _____

*******END OF ADDENDUM*******