



UNIVERSITY OF NORTH CAROLINA AT WILMINGTON
PURCHASING SERVICES

IMPORTANT ADDENDUM

Date Addendum Issued: 03/26/2024

RFP Number: 72-PCWP24036
Addendum No.: 01
Purchasing Agent: Carol Page

Commodity: Brand Visibility Campaign for UNCW Office
of University Relations (OUR)

Using Agency: UNCW

NEW! Opening Date: 04/19/2024 9:00 AM ET

INSTRUCTIONS:

The following changes in the Request for Proposals ("RFP") referenced above.

This Addendum forms a part of the Bidding Documents and modifies the Contract Documents with amendments and additions noted below.

I. Please note that the opening date and time have been rescheduled.

II. The following vendor questions were received during the Q&A period:

1. 5.1.2 - *Where are the key markets for recruitment for UNC Wilmington right now, and should the marketing program seek to change that in any way?*
2. 5.1.3 - *The measurements of success make it clear that marketing to in-state students is a priority. Are there any key out-of-state markets that should also be considered.*

North Carolina is the primary recruitment market for UNCW. Nearly 70% of our first-year applications come from NC. We do also have great interest from NY, NJ, PA, VA, MD, CT, OH, IL, SC areas. UNCW is currently limited in that no more than 18% of the incoming first year class can come from outside of NC. Transfer applications and interest are primarily from NC but we do see some transfer interest from the VA and MD area most significantly. Our goal would be to increase brand awareness in all regions of NC, but the Western and Piedmont Triad of NC lag behind other areas of NC in terms of student interest.

3. 5.1.2 - *Are there examples available of existing marketing for review?*

Yes, we have examples of all past marketing initiatives, print and billboards.

4. 5.3 - *Are there examples of previous alumni magazines for review?*

Yes, we can provide examples, for this purpose we can show the past five years.

5. 5.3 Phase 1-b - *In the situation analysis, will we be given existing studies and feedback, or will we be able to conduct new interviews with students and other stakeholders?*

Yes, we can give you existing studies, we would want the agency to conduct their own research and make sure findings are as up to date as possible.

6. *Section 1.0: Within the summary, it states the estimated budget for professional services fees are not to exceed 90k. Is this covering 90k per year, or 90k total for both years of the contract terms?*

We estimate \$90,000 per contract year, but with that said we are hopeful that Vendors in their proposals will maximize the value of their offers and provide competitive prices, potentially less than that amount, on a comprehensive program of services that will drive brand awareness.

7. *Section 7.0: Attachment A: What will be some KPI's for agency performance from this project?*

- Increase of web traffic to a designated landing page
- Increase in visibility in target markets of UNCW
- Increase in in-state application/ enrollment
- Increase in traffic from social media pages to designated landing pages

Overall, this campaign is intended for Brand Awareness, an increased number of impressions in various marketing campaigns will be seen as a success for this campaign.

8. *Our intention is to create a narrative document that answers all questions in the RFP along with required documents. Is there a preferred format that we should submit that document in?*

You are welcome to submit a proposal as you choose, however please be advised that proposals that reference the numbering scheme (especially in sections 2.8, 5.0, and Attachment A) tend to be clearer.

9. *How do we address areas outside of our services' scope? Is that a disqualification, or do we note those areas in our submission?*

If any of the needed services that are detailed in our document, in particular 5.3 "Core Deliverables", are beyond the scope of services that you offer, please indicate 1) what those items are, and 2) how you would propose those needs be met.

10. *Can you clarify on the "Within fifteen (15) business days of the award of the Contract the Vendor shall submit a final work plan and a sample report, both to the designated Contract Lead for approval."*

The Vendor will have their workplan (timeline, etc.) developed within 15 days of the contract award. Additionally, reports for monitoring the program should be submitted at the same time.

11. *Scope of Work:*

- a. *Can you provide more details about the expected outcomes or goals of each phase of the campaign plan?*

Measurable Increased Brand Awareness – Phase 1

Measurable increase in Applications/ Enrollment – Phase 2

- b. *Are there any specific metrics or key performance indicators (KPIs) that the agency should aim to achieve?*

Increase of web traffic to a designated landing page, increase in visibility of UNCW, increase in in-state application/ enrollment

- c. *What level of involvement or collaboration is expected from the university during the planning and execution phases?*

Office of University Relations plans to be a part of the entire process, we have a team here producing the work, we will have campus partners involved, and we will include feedback from Cabinet.

- d. *Are there any constraints or limitations regarding access to university resources or personnel? (e.g. student perspectives, existing market research)*

At this time, we are willing to provide any data we have, and we are willing to connect agency with the campus partners needed. Main constraint is that this will be added along with the day-to-day operations. Marketing Director in OUR will be POC for all agency needs.

12. Budget Clarification:

- a. *Are there specific budget constraints or guidelines that the agency should be aware of?*

UNCW is a public institution with a set budget and obligation to provide a summary of what we spend funds on. Additionally, we must comply with all the rules and terms incorporated.

- b. *Are there any separate budgets allocated for specific phases or deliverables within the campaign plan?*

Please see number 6 above and 13 below.

- c. *Is the budget flexible or fixed? (e.g. would success generate additional budget to support this program).*

The answer to this question is not known at this time.

13. Media Buying

- a. *Is media execution (placement) of a paid media campaign part of the expected services of this RFP? If so, what is the budget for paid media? Is this budget commissionable?*

UNCW is looking for Vendors to recommend where we should place media and estimated budget for the program. No, media spend is not commissionable.

14. Timeline and Milestones:

- a. *What are the key milestones or deadlines for each phase of the campaign plan?* **Discovery & Research: August/ September 2024, roll-out of ads to follow.**
- b. *Are there particular events or occasions that the campaign plan needs to align with?* **Phase 1 during Brand Awareness is open. Phase 2 will need to align with the enrollment calendar.**

15. Agency Fees:

- a. *The RFP indicates that "The estimated annual budget for the professional service fee does not to exceed \$90,000." Please clarify the time periods and project phases that this service fee is expected to cover.*

See question 6 above.

16. Decision-Making Process:

- a. *Will there be an opportunity for agencies to present their proposals or clarify any further questions during the selection process?*

UNCW, at its sole discretion, may request pre-award presentation(s).

17. *Resource Allocation:*

- a. *What resources, such as access to university data, marketing materials, or personnel, will be provided to the agency?*

UNCW OUR will provide all the marketing data and materials at its disposal. Please be advised that certain University data, for example student, systems or business data, is held confidential and not controlled by OUR. These resources require IT review and approval prior to dissemination. If Vendor has particular data it requires and is concerned about, please include its description in the proposal so that we are clear on what is needed. See table below for additional information.

We envision the awarded Vendor has personnel sufficient to complete the work it proposes; best to clarify what UNCW personnel you are thinking of.

18. *Section 4.1 Pricing*

- a. *Do you have a budget (or estimated budget) for this project?*

See section 1.0 of the RFP document, as well as questions herein.

- b. *Do you have any estimate (or ranges) for hard media costs?*

UNCW will determine funding based on awarded Vendor's recommendations and funding availability.

19. *Section 5.0 Specifications and Scope of Work*

- a. *Have you done a similar campaign in the past?*

We are wrapping up a comprehensive marketing campaign in June, Like No Other, with our UNCW Office of Advancement

- b. *Do you have any data or insights into your audiences that would be available?*

Yes, we will provide awarded Vendor with those details.

- c. *What are your enrollment objectives? By what percent are you looking to increase enrollment?*

Approximately 5% for first years and main campus transfers

- d. *Besides "college by the beach", did your marketing assessment show any other significant assets? Any opportunities you want to highlight?*

We have signature programs with national reputations. We have an "R2" designation and conduct research in meaningful areas that are attractive to prospective students.

- e. *What is your current website traffic per month? How much are you looking to increase?*

Answer not known at this time.

- f. *For media spend, what has been your current media spend this past year? Is there an increase or decrease in spend from previous years?*

In the past 6 months, we have increased, by approximately \$50,000. We are committed to creating a comprehensive marketing plan that is consistent or more frequent.

20. *Confirming that the annual \$90K budget is for the first year, not the first contract term of 2 years?*

Yes.

21. *What are the main geographic origins of the current student body or key cities/regions that the campaigns should target?*

North Carolina is the primary recruitment market for UNCW. Nearly 70% of our first year applications come from NC. We do also have great interest from NY, NJ, PA, VA, MD, CT, OH, IL, SC areas. UNCW is currently limited in that no more than 18% of the incoming first year class can come from outside of NC. Transfer applications and interest are primarily from NC but we do see some transfer interest from the VA and MD area most significantly. Our goal would be to increase brand awareness in all regions of NC, but the Western and Piedmont Triad of NC lag behind other areas of NC in terms of student interest.

22. *What do the design services entail? Can these deliverables be more specific so that pricing proposals can reflect this work?*

Creating the assets for digital/print ads.

23. *General*

- a. *Can the proposals be submitted in landscape format? Yes*
b. *Is there a page limit?*

There is not a page limit but there is a file-size limit. Also, please review Attachment B for guidance pertaining to general marketing materials.

24. *5.1.7 Strengthening Marketing Calendar and Messages; Maximize Effectiveness of Media Spend*

- a. *In addition to providing media relations strategy and guidelines, will you need ongoing help in this area over the life of the contract? Or will OUR be handling ongoing media relations and your partner will be providing initial strategy / guidelines?*

We will only need strategy/guidelines.

25. *5.3 Core Tasks/Deliverables*

- a. *If we find in the course of our research and our collective strategic development that the UNCW house logo is dissonant with our proposed Branding Strategy and Tagline, is there the possibility of reimagining or redesigning it?*

We are open to discussion and thoughts behind this. We are more focused/ concerned about the tagline but would like to know agencies thoughts.

26. *7.0 Attachment A*

- a. OUR is requesting that vendors break out estimated costs and hours for each phase. Is there any flexibility in that requirement?

We need to know expected cost before work can begin, implementation of strategy budget can be discussed later but an estimated cost is required.

27. Table:

Section	Question	Reply
1.0 Purpose & Background	The RFP states that the "estimated annual budget for the professional service fee [is] not to exceed \$90,000." A. Should the budget include any media/ad spend fees, or will those be implemented later by the University? B. Should the as-needed services fees be priced separately, or as part of this estimated not-to-exceed total?	Please include the budget for media/ ad spend fees. Yes, we want to know in advance estimated spend so we can ensure we can implement suggestions made by the agency. We have a fixed budget and cannot have any surprise fees after agreement has been made. Please be as transparent with fees as possible.
1.1 Contract Term	The contract term is for 2 years and then up to 3 additional years. The scope in 5.0 discusses mainly strategy and planning; would the additional years involve the implementation of the plan, or will there be other needs in the following years as the contract progresses? Other needs	Implementation will start in phase 1 with the Brand Awareness campaign. What we implement will be determined by the strategy the agency presents.
5.0 Specifications & Scope of Work	Is this scope mainly about strategy and planning rather than actual campaign implementation? <ul style="list-style-type: none"> 5.1 talks about general objectives, and in 5.3 for core tasks/deliverables, the phases are more about strategy rather than implementation. For example, in 5.1.4 it's about meeting enrollment objectives, but it seems that recruitment/enrollment/admissions are out of scope for this project. Please confirm we are understanding this correctly.-- 	Actual campaign implementation will happen based on the suggestions of the agency. This RFP is strategy and implementation. UNCW can work with vendors suggested by agency for implementation and will need follow-up of results of campaign with agency.
5.2 Requirements	What web platform(s) and marketing technology tools (CMS, CRM, etc.) does UNCW use for its website, marketing, communications, and admissions? For tracking campaigns, will the Vendor have	Admissions- Slate- No Access could share data Media Relations- Cision (Media Monitoring- Share Data/ No access) Media Productions- Vimeo/No Access Web- Cascade- Access/Data Creative Services- Click-Up

	access to these tools, or will the University team be relaying information?	
6.4 Periodic Status Reports and 7.0 Attachments - Questions to Vendor	<p>6.4 mentions monthly management reports on web traffic, increase in enrollment, and other campaign traffic, but the scope in 5.3 only discusses strategy/planning, not implementation of the campaigns, and enrollment strategy is not in the current scope. Also, (2)iv mentions KPIs for tracking success, yet the core tasks in 5.3 are about strategy and planning, not actual campaign launch.</p> <ul style="list-style-type: none"> • Will the University be implementing the strategy, and then the Vendor working alongside the internal team for implementation and tracking? • If the Vendor is also performing launch and implementation, what is the typical media/ad spend allocated by the University? • Typically, admissions and enrollment is a different scope of services from our team and would require additional strategy. 	<ul style="list-style-type: none"> • Yes • Vendor will not be doing implementation. Vendor will be presenting strategy; we will implement, and vendor will be expected to give us follow-up based on the data from the campaign. • Admissions Enrollment does not have to be a part of the strategy if not typical scope of agency but that must be expressed initially by the agency.

RETURN ONE properly executed copy of this addendum with your original proposal response prior to the opening date and time. Failure to do so may disqualify the Vendor.

Execute Addendum:

VENDOR: _____

AUTHORIZED SIGNATURE: _____ DATE: _____

NAME and TITLE (Typed): _____

ADDRESS (CITY, STATE & ZIP): _____