**RFP # 114-23\_24\_04 9/28/23**

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| **Reference** | **Vendor Question** |
| 5.1 / pg. 12 | Based on previous spending, can you provide a dollar amount for the approximate budget PCC has for this marketing and public relations contract?    Due to recent college restructuring, the budget is yet to be determined. It will depend on the needs of the college and the current Marketing Director. |
| 5.1 / pg. 12 | What level of involvement or collaboration do you anticipate from your internal team in executing the marketing strategies?    A high level of involvement and collaboration. |
| 5.1 / pg. 12 | Have you previously worked with external partners for marketing and public relations, and if so, what was your experience with them?  We had a positive experience working with external marketing partners. |
| 5.1 / pg. 12 | As the '23/'24 School Year has already started, are there any current Marketing or Advertising campaigns running that we'd need to be aware of?    We are currently running digital campaigns targeted towards the Hispanic community, as well as registration campaigns for the upcoming fall mini-mester and spring sessions. |
| 5.1 / pg. 12 | As the '23/'24 School Year has already started, have there already been established marketing goals we'd need to work towards?  Increasing the number of adult learners and underserved populations. |
| 5.1 / pg. 12 | Do you have a date in mind when you’d like the comprehensive media strategy finalized?  October- November |
| 5.1 / pg. 12 | How would you describe your current brand positioning in Caswell and Person Counties, and what is the level of awareness about Piedmont Community College in the local community  We are branded as "*Your Hometown College*." Many are familiar with the college in our service areas. However, some segments of the population still need to be made aware. |
| 5.1 / pg. 12 | Can you describe your current student retention initiatives and their success rates  Our focus has been primarily on recruitment, but we aim to improve student retention initiatives. |
| 5.1 / pg. 12 | What kind of outreach and communications strategies have you used to engage current students, and how can we assist in enhancing those efforts?  Mostly traditional methods, print and digital, email, and texting. We recently included geofencing, audience building, behavioral targeting, website conquesting, event capture, etc. Providing expertise on maximizing and diversifying strategies to increase ROI. |
| 5.2 / pg. 13 | How do you currently measure the success of your marketing efforts, and what key performance indicators (KPIs) are most important to you?  Increased awareness and brand promotion that leads to increased enrollment (headcount and FTE); website traffic; application yield rates, inquiries, etc. |
| 5.2 / pg. 13 | What is your budget for media buys and other advertising-related hard costs?  On average, we spend 38K-45K on ads. We are in the process of acquiring additional funds to expand our efforts. |
| 5.2 / pg. 13 | Re: the 8th bullet point down, does this mean PCC is open to working with multiple agencies to handle different aspects of this RFP? For example, have one creative agency and one media buy agency collaboratively handle the contract?  Yes |
| 5.3.1 / pg. 13 | Do you have any existing partnerships with local media outlets, and how can we collaborate to increase the college's presence in local news media?  We have existing partnerships with local media outlets and are seeking to expand them. |
| 5.3.2 / pg 14 | What marketing and messaging strategies have you employed in the past, and what has been their effectiveness in increasing applications from prospective students?  Mainly traditional methods. Most recently, we ran some digital marketign campaigns.  We did expereince some increase in inquires and website visits. |
| 5.3.2 / pg 14 | Is there a separate budget for facilitating focus groups?  No |
| 5.3.3 / pg. 15 | How many promotional videos would PCC like to create each year?  2-3 |
| 5.3.3 / pg. 15 | How many promotional videos has PCC created in the last 3 years?  2 |
| 5.3.3 / pg. 15 | How many program videos has PCC created in the last 3 years?  2-3 |