

 Sandhills COMMUNITY COLLEGE LEARN • ENGAGE • BELONG	ADDENDA 1
	RFP NO. 123-878-24001
	Commodity Code: 8014 Description: Marketing and Distribution
	Using Agency Name: SCC
	Date: Wednesday, September 27, 2023

This addendum addresses the following:

RESPONSES TO VENDOR QUESTIONS:

Q What type(s) of data analytics are available for your current marketing strategies? Is this data mostly related to digital marketing efforts?

A Google Analytics, Meta (Facebook/Instagram) analytics for both organic and paid ads, Spotify, YouTube, digital ads with our local paper, and Vallassis, a digital ad agency. Most of our data is from digital marketing efforts. However, we have recently implemented QR codes to help us track traditional media ads.

Q Have surveys and questionnaires been completed recently? If yes, with which audiences—students, community, staff?

A No.

Q Is there any information available or insight into the type of marketing strategies pursued recently or of interest to pursue so that our organization might include our relevant experience/personnel in our proposal?

A We are interested in positioning ourselves to have the flexibility to adapt to the ever-changing marketing environment while ensuring the most effective and efficient use of resources.

Q Is this marketing strategy to include the admissions process?

A Ideally, the agency that we select will assist us in reviewing and modifying the communications provided to applicants so that it aligns with the marketing strategies used to attract them to the College.

Q What are some key goals you are hoping the marketing strategy will help you address?

A As outlined in the RFP, the College is seeking to learn the ideal marketing staff size, priorities, and budget. We also need assistance with establishing marketing goals that align with our enrollment goals.

Q Can you outline some key marketing challenges you are currently facing?

A Marketing challenges:

- Defining marketing's role at the college
- Working through stagnation
- Understanding return on investment

Q Have you ever undergone a strategic marketing planning process like this before or will it be the first time you've done this with an outside consultant?

A This is the first time the College has undergone a strategic marketing planning process.

Q Is the hope to find a partner who can also support the implementation of the marketing strategy (via branding, advertising, content, paid media, PR, social media, and more)? If so, should we address our capabilities related to this as part of our response?

A Depending on the consultant's recommendations, there may be an opportunity to partner with the organization in the future. However, this project is solely research-based.

Q Regarding the ideal staffing size recommendations, are you looking to increase marketing staff or re-evaluate current staffing? Is the goal to assess the strengths and weaknesses of the current department, outline the kinds of positions the department needs to fulfill the needs of the tactics we outline in our strategy or do both?

A We are looking to re-evaluate our current staffing. Due to attrition, we have an opportunity to redefine the roles of the marketing department.

Q Who are the decision-makers in this process and how many different groups will need to review and approve the recommendations? Should we plan on multiple presentations/levels of approval?

A A committee has been established with representation from senior leadership and other divisions across campus. While this committee will serve as the primary decision-maker, other groups such as the College's Board of Trustees, our Faculty Assembly, or Staff Council may be included in the decision-making process.

Q Have you ever done awareness or perception research in the past and if so, will this be made available to the consultant?

A Awareness and perception research has not been conducted.

Q The scope mentions research using internal, external, and market viewpoints. While we certainly have our own definitions of who these three target audiences might be, can you confirm your definitions?

A Internal: Current faculty, staff, students, and board members.

External: Community, prospective students, and local business owners.

Market Viewpoints: What is the perception of the college in our two service areas?

Q Where do most of your students come from?

A Most of our students come from our two-county service area, Moore and Hoke Counties. We also have a large high school population.

Q Related to the three target groups for research, do you have emails (or access to emails) for each of the groups? While we do not need email lists, per se (due to data privacy regulations), we would like to understand if there are resources that can be used to reach/invite external audiences and the "market"?

A Contact information is available for internal and external stakeholders. The expectation is that the market is more research-based rather than survey/questionnaire-based.

Q Is there a budget range established for this project? If yes, what is the budget ceiling?

A No budget range has been established for this project.

Q Could you let us know what the budget is for this work?

A A budget has not been established. We will be using the "best value" procurement method.

Q Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado, and Wyoming?

A Preference will be given to US companies.

Q Could you confirm the proposal submission method?

A Electronic submission through the eVP portal is required.

Q Ideally what would be the timeline to complete this work within?

A Ideally, we are expecting no more than 6-8 months to complete this work.

Q What has been Sandhill Community College's media/advertising spending each of the last four years? Can you share with us a ballpark breakdown between traditional and digital media?

A The College has spent approximately \$160,000 annually on average for the last 4 years. Historically, there has been a 70/30 split between traditional and digital.

Q Who are your three biggest competitors at this time?

A While we realize that local businesses that provide on-the-job training, as well as online colleges and universities, represent some of our competition, we are hoping to gain a better understanding of our true competitors through this process.

Q Is Sandhill Community College planning on forming an internal committee or task force to act as the primary representative internal team for this project? And if so, will those stakeholders will represent areas of the institution outside of marketing, such as Workforce Continuing Education (WCE), Enrollment Management, and Academic Affairs?

A A committee has been established with representation from senior leadership and other divisions across campus. While this committee will serve as the primary decision maker, other groups such as the College's Board of Trustees or our Faculty Assembly or Staff Council may be included in the decision-making process.

Q Is SCC interested in allowing the Marketing Consultants to conduct research and meetings in person at SCC?

A The College is interested in both in-person and virtual research and meetings.

Q What types of data (on its current marketing strategies) will the school provide for the vendor to analyze?

A Google Analytics, Meta (Facebook/Instagram) analytics for both organic and paid ads, Spotify, YouTube, digital ads with our local paper, and Vallassis, a digital ad agency. Most of our data is from digital marketing efforts. However, we have recently implemented QR codes to help us track traditional media ads.

Q What is the school seeking to understand or gather insight on in the marketing surveys or questionnaires?

A At a minimum, the College is seeking to understand our top competitors, perception and knowledge of the college and its programs, and the effectiveness of our current marketing strategies.

Q In reference to “5.2.4 Marketing’s role and relationship of faculty and staff”, is the school seeking a better way of phrasing the above, or is it trying to define what role faculty and staff play in marketing?

A The College is interested in establishing marketing’s role for faculty and staff, including how we communicate marketing best practices to the faculty and staff.