



## IMPORTANT BID ADDENDUM

April 22, 2025

**FAILURE TO RETURN THIS BID ADDENDUM IN ACCORDANCE WITH INSTRUCTIONS MAY SUBJECT YOUR BID TO REJECTION ON THE AFFECTED ITEM(S):**

**BID Number:** RFP 115-6178  
**ADDENDUM Number:** 01 (FINAL)  
**PURCHASER:** Jane Alligood

**COMMODITY:** Agency of Record for Recruitment Marketing  
**USING AGENCY:** Pitt Community College  
**OPENING DATE/TIME:** April 30, 2025 @ 2:00 PM ET

### INSTRUCTIONS:

Please make the following change(s) in the bid referenced above:

1	<p><b>Q. Is there a preference for in-state vendors for this RFP? We saw different verbiage surrounding that throughout the RFP so just wanted to double check. If there's any way to answer this question before the questions are due, that would be super helpful, so we don't waste any time.</b></p> <p><i>A. Pitt Community College would like for the selected vendor to have an understanding of the NC Community College System and our challenges and benefits. While we know that could be learned, a vendor from NC already familiar with our state system would be beneficial.</i></p>
2	<p><b>Q. Could you let us know what the budget is for this work?</b></p> <p><i>A. Our TOTAL annual marketing budget (July 1-June 30 fiscal year) is currently \$120,000 for this contract. That would include media services AND agency services. We anticipate the same amount for next year, but we won't know for sure until a state budget is passed by our legislature for our new fiscal year.</i></p>
3	<p><b>Q. Do you have an incumbent, and would they be participating in this RFP?</b></p> <p><i>A. We do have an incumbent agency, and we would assume that they will be participating in this RFP.</i></p>
4	<p><b>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?</b></p> <p><i>A. We definitely prefer a local/regional agency but would not necessarily rule out others.</i></p>
5	<p><b>Q. Scope of Services &amp; Performance Expectations:</b></p> <p><b>Are there any specific performance metrics or KPIs (Key Performance Indicators) that PCC uses to measure the success of the services provided? Also, are there any specific deadlines or time frames for when services need to be delivered? Lastly, are there any restrictions on the number of revisions or updates during the creative process?</b></p> <p><i>A. Our KPIs are based on the completion of inquiry forms and the number of those that follow through with applications and registration. The cycle of our campaigns revolves around our registration cycles. We are always cognizant of the value of vendors' time and try to always respond quickly and effectively to limit revisions.</i></p>
6	<p><b>Q. Pricing and Budgeting:</b></p>

	<p><b>Can you confirm the payment terms for services provided? For example, will payments be made upon completion, on a retainer basis, or in installments tied to specific milestones? Additionally, is there flexibility to adjust pricing if new services or work are requested during the contract period?</b></p> <p><i>A. We will work with our selected vendor on a payment schedule that works for both parties. If the scope of work changes during the contracted term (which is highly unlikely), we would have an addendum added to the contract.</i></p>
7	<p><b>Q. Dispute Resolution Process:</b></p> <p><b>Could you clarify if there are any specific dispute resolution procedures or terms that we should be aware of, particularly for project delays or unmet deliverables?</b></p> <p><i>A. None that we have encountered. If any disputes were to occur, we would involve our business office and legal counsel at that point.</i></p>
8	<p><b>Q. Contract Transition (Section 6.6):</b></p> <p><b>If the contract ends or is terminated early, how will the transition of services work? What is expected from us in terms of transition assistance, and how will we be compensated?</b></p> <p><i>A. We have not encountered any issues with our previous contracts, so again, if any disputes were to occur, we would involve our business office and legal counsel at that point.</i></p>
9	<p><b>Q. Changes to the Contract (Section 6.8):</b></p> <p><b>How do you define "contract changes" and what constitutes an acceptable amendment? We would like to ensure we understand how flexible the contract may be if scope changes arise.</b></p> <p><i>A. If we (PCC) collectively decide with our contracted vendor that we need to amend the contract in any way, an amendment would need to be written that would have to be agreed to by both parties. We would involve our business office and legal counsel at that point.</i></p>
10	<p><b>Q. Would you consider working with a partnership of a media buying firm and creative firm that both have extensive community college experience? One of these firms would serve as the primary contact.</b></p> <p><i>A. We prefer to work with one contracted vendor.</i></p>
11	<p><b>Q. Who are the decision makers and staff involved in the work?</b></p> <p><i>A. The Marketing Director is the lead staff member. Other members of the Marketing Team are included in the meetings, review of concepts, and reporting.</i></p>
12	<p><b>Q. Can you share the yearly budget you'd be working with and how much do you anticipate being allocated towards paid media and towards creative development?</b></p> <p><i>A. Our TOTAL annual marketing budget (July 1-June 30 fiscal year) is currently \$120,000 for this contract. That would include media services AND agency services. We anticipate the same amount for next year, but we won't know for sure until a state budget is passed by our legislature for our new fiscal year.</i></p>
13	<p><b>Q. Are you looking to establish a Pitt CC specific brand and voice?</b></p> <p><i>A. We are looking for a creative and effective marketing campaign to drive enrollment here at Pitt Community College.</i></p>
14	<p><b>Q. What's your biggest challenge when it comes to recruiting new students?</b></p> <p><i>A. Getting them to follow through – from completing an interest form, to completing an application, to registering for classes, to showing up for classes, to matriculating year-over-year. With community colleges, we have a lot of people stopping out at various points through the enrollment funnel.</i></p>
15	<p><b>Q. How would the community describe Pitt CC?</b></p> <p><i>A. We used to say that PCC was the best kept secret in Pitt County, but we don't want to be a secret! We want everyone in our service area to be proud of THEIR community college, to visit our campus and take a</i></p>

	<i>tour, and to become aware of the variety of academic programs, short-term training options, and personal enrichment opportunities we have available.</i>
16	<b>Q. What forms of media (traditional – digital – social) have you been using?</b> <i>A. We used mainly a mixture of digital and social media advertising for this campaign, although we did have a commercial running periodically on TV as well.</i>
17	<b>Q. Do you feel that your media placement has been successful?</b> <i>A. Our campaigns have definitely been successful, and the benefit of digital advertising is its trackability and access to data.</i>
18	<b>Q. How do you qualify your leads or the success of your marketing efforts?</b> <i>A. Our college uses a CRM (Element 451) which allows us to track our leads. Our Recruitment office handles that part of the process.</i>
19	<b>Q. We reviewed your annual reports for the past four years and it appears your enrollment has been somewhat steady. Does that meet your goals or do you have a specific enrollment goal you're trying to reach?</b> <i>A. As with many colleges, we faced an enrollment decline after COVID, so we have worked really hard to increase our enrollment. And our marketing has certainly helped to make that happen.</i>
20	<b>Q. Would it be possible to review your GA4 reports for the past two years?</b> <i>A. We will certainly share all of that data with our successful bidder.</i>
21	<b>Q. What is PCC's recruitment marketing budget?</b> <i>A. Our TOTAL annual marketing budget (July 1-June 30 fiscal year) is currently \$120,000 for this contract. That would include media services AND agency services. We anticipate the same amount for next year, but we won't know for sure until a state budget is passed by our legislature for our new fiscal year.</i>
22	<b>Q. Is that budget broken out into any segments or it is one lump sum?</b> <i>A. The division of the allocations of the budget for the upcoming fiscal year will be decided upon with our selected Agency of Record.</i>
23	<b>Q. What is the current brand perception of Pitt Community College among your target audiences?</b> <i>A. Our college is perceived as a great value for educational training...whether it's obtaining a degree or receiving a certification.</i>
24	<b>Q. Are there existing analytics, metrics, or reports from past campaigns that can inform our strategy?</b> <i>A. We will have that information available for the successful bidding agency.</i>
25	<b>Q. What specific goals or KPIs are you hoping to achieve through this engagement beyond the stated goal of increasing enrollment?</b> <i>A. Increasing enrollment is definitely the main goal, but general awareness and engagement would be a second positive outcome. And since the PCC Foundation is housed in our division, fundraising is also an end result of our efforts.</i>
26	<b>Q. Beyond the analytics mentioned (audience reach, click-throughs), what specific metrics do you use to measure media effectiveness?</b> <i>A. Our college uses a CRM (Element 451) which allows us to track our leads. Our Recruitment office handles that part of the process.</i>
27	<b>Q. Will our agency team collaborate with internal PCC staff resources for certain aspects of social media, design, or video production?</b> <i>A. Yes, the PCC Marketing Team will collaborate with selected vendor on the development of the campaign.</i>
28	<b>Q. Is there a predefined total budget or cap for media buying and agency services over the life of the contract?</b>

	<i>A. Our TOTAL annual marketing budget (July 1-June 30 fiscal year) is currently \$120,000 for this contract. That would include media services AND agency services. We anticipate the same amount for next year, but we won't know for sure until a state budget is passed by our legislature for our new fiscal year.</i>
29	<b>Q. Can you provide guidance on how to split the budget between media spend vs. agency labor hours?</b> <i>A. That is up to the vendor on how it is allocated in their proposal. We would imagine that it would vary from agency to agency.</i>
30	<b>Q. Besides Spring 2026 registration (October 2025-January 2026), are there other seasonal peaks in work that should be factored into the pricing structure?</b> <i>A. The October 2025-January 2026 would be the first round of advertising for the campaign and a second cycle would be in the spring and summer of 2026 in preparation for Fall 2026 enrollment.</i>
31	<b>Q. Besides Element 451, what other CRM or marketing tools does PCC currently use or plan to implement?</b> <i>A. Element 451 is our main tracking tool. But analytics utilized by selected vendor should be presented on a monthly basis.</i>
32	<b>Q. Will PCC provide access to historical performance data for digital or traditional advertising channels?</b> <i>A. Yes, we can provide data to the successful bidder.</i>
33	<b>Q. Can you clarify the expected content approval process and typical turnaround times for creative revisions?</b> <i>A. After concepts are developed and presented to our Marketing team, we review them internally and respond promptly with our comments and our collective preferences. For a brand-new campaign, the concepts may need to also be presented to our college leadership team for review. Those response time may vary from 1-week to 1-month based upon their meeting cycle.</i>
34	<b>Q. Will the selected agency be responsible for media billing, or will media vendors invoice PCC directly?</b> <i>A. The selected agency would be responsible for the media billing.</i>
35	<b>Q. Has the college previously conducted public opinion or branding research? If so, will this data be available to the selected agency?</b> <i>A. We have not conducted a public opinion survey. Our previous vendor researched competing community college marketing campaigns for reference.</i>
36	<b>Q. Are there preferred marketing or visual identity guidelines we'll be expected to follow, or should we propose a new direction as part of the campaign?</b> <i>A. We expect our selected vendor to follow our branding guidelines for use of our college logo and mascot, but the 2025-2026 campaign will be a new direction.</i>
37	<b>Q. What is the expected timeline for the onboarding process between contract award (May 30, 2025) and start date (July 1, 2025)?</b> <i>A. We would expect the onboarding process to be getting set up with our college as a vendor, but access to our social media platforms and meetings and development of work and concepts would not begin until July 1, 2025.</i>
38	<b>Q. Beyond the monthly meetings mentioned, are there any mandatory in-person campus visit expectations throughout the contract?</b> <i>A. We would love for our new vendor to make a visit to our campus to meet with key staff and potentially conduct student focus groups. We feel that would greatly assist in developing an effective campaign that represents our campus and our students.</i>
39	<b>Q. What specific format and content do you expect for the monthly Advertising Management Reports?</b> <i>A. In the beginning, we expect detailed reports on campaign development and a variety of concepts presented. Once the campaigns are launched, we expect the reports status to include updates and data on</i>

	<i>how the campaign is performing on the various platforms. Adjustments may be discussed on how best to improve performance.</i>
40	<p><b>Q. What systems or formats should we use to submit media plans, proof of placement, or results?</b></p> <p><i>A. That would depend upon the vendor selected. We don't require a specific system to be used, but vendor would communicate closely with our Director of Recruitment who runs our CRM platform for tracking purposes.</i></p>
41	<p><b>Q. Will there be a project management system or shared workspace that the agency will be expected to use?</b></p> <p><i>A. That would depend upon the vendor selected. We don't require a specific system to be used.</i></p>
42	<p><b>Q. If the contract is extended beyond the initial two-year term, would the budget remain consistent across each of the three potential one-year extension periods?</b></p> <p><i>A. We expect that our budget would remain consistent based on our original contract. If adjustments would need to be made, we would develop an addendum to the contract agreeable to both parties.</i></p>
43	<p><b>Q. Are there priority audience segments PCC is focused on beyond the broad categories listed (e.g., adult learners, high school students, first-generation students, Spanish-speaking families)?</b></p> <p><i>A. Not at this time.</i></p>
44	<p><b>Q. Is multilingual messaging a requirement or priority for this campaign? If so, are there specific languages and internal resources available to support translation or review?</b></p> <p><i>A. In the past year, we have added Spanish ads to our mix, and we provided the translations in-house.</i></p>
45	<p><b>Q. Are there specific current or upcoming PCC initiatives (e.g., program launches, capital improvements) that should be reflected in messaging or outreach?</b></p> <p><i>A. No, nothing specific at this time.</i></p>
46	<p><b>Q. Does PCC currently use or expect to use metrics from market research surveys to measure awareness of the campaign?</b></p> <p><i>A. No, currently we are mainly utilizing our digital campaign data and CRM to gauge the effectiveness of our campaign.</i></p>
47	<p><b>Q. Does PCC have existing data, research or metrics related to public perception, brand awareness, or marketing performance that can inform the baseline assessment?</b></p> <p><i>A. We have not conducted a public opinion survey. Our previous vendor researched competing community college marketing campaigns for reference.</i></p>
48	<p><b>Q. How would you describe PCC's current marketing and media strategy? Where is it most effective, and where is there room for improvement?</b></p> <p><i>A. We feel the allocation of our current campaign is appropriate and effective. We are flexible to shift allocations when needed to rebalance our budget for the best optimizations.</i></p>
49	<p><b>Q. Who is PCC's biggest competition for student recruitment or brand visibility?</b></p> <p><i>A. We have several neighboring community colleges nearby that we do consider our competition – mainly Lenoir Community College. But we also have East Carolina University in our city that we also consider our competition.</i></p>
50	<p><b>Q. Should campaign messaging and branding align with or differentiate from the broader North Carolina Community College System's statewide communications?</b></p> <p><i>A. We are not required to "align with" our NCCCS statewide communications, but we do promote specific NCCCS campaigns when supporting statewide initiatives.</i></p>
51	<p><b>Q. Are there existing contracts or in-house resources (e.g., creative production, media buying, market research) that the selected vendor will be expected to coordinate with or defer to?</b></p>

	A. No.
52	<p><b>Q. What roles will in-house staff play versus the selected agency?</b></p> <p>A. In-house staff will support the selected agency for access to social media platforms and creative assets as needed or requested. Marketing staff will be included in meetings and status reports as well as creative reviews.</p>
53	<p><b>Q. What is the review and approval process for content and strategy, and who/how many stakeholders would be involved across levels and departments?</b></p> <p>A. Marketing staff will be the main point of contact for review and approvals, as well as our Director of Recruitment. A meeting with our President's Leadership Team (VPs on campus) may be requested.</p>
54	<p><b>Q. Are there internal review cycles or blackout dates that the selected vendor should plan around (e.g., board meetings, semester starts)?</b></p> <p>A. This question will need to be answered based on the calendar schedule decided upon after agency selection is made.</p>
55	<p><b>Q. Are there required platforms or tools beyond Element 451 that the vendor should use or integrate with (e.g., CMS, analytics tools)?</b></p> <p>A. Element 451 and Google Analytics are the main platforms.</p>
56	<p><b>Q. What has been the annual funding for this project in recent years?</b></p> <p>A. Our TOTAL annual marketing budget (July 1-June 30 fiscal year) is currently \$120,000 for this contract. That would include media services AND agency services. We anticipate the same amount for next year, but we won't know for sure until a state budget is passed by our legislature for our new fiscal year.</p>
57	<p><b>Q. Does PCC have an anticipated total budget or budget range for this work—overall or for the first year of the contract? If not, would PCC prefer vendors to propose a tiered pricing structure or submit a flexible scope of services with optional components?</b></p> <p>A. Our TOTAL annual marketing budget (July 1-June 30 fiscal year) is currently \$120,000 for this contract. That would include media services AND agency services. We anticipate the same amount for next year, but we won't know for sure until a state budget is passed by our legislature for our new fiscal year.</p>
58	<p><b>Q. How does PCC prefer funds to be allocated across media placement, strategy, creative development, and research?</b></p> <p>A. This will be decided by the selected agency in concert with the PCC Marketing Director.</p>
59	<p><b>Q. Will you accept links to additional examples of work?</b></p> <p>A. Yes, that would be helpful.</p>
60	<p><b>Q. Would you be willing to give us read-only access to your accounts to audit and provide a more strategic recommendation?</b></p> <p>A. Not at this time.</p>
61	<p><b>Q. What's your current student customer acquisition cost?</b></p> <p>A. Our best calculation of CPA for the previous year was \$103.00. However, this does not take into consideration all other methods of recruitment...only for our current marketing campaign for 2024.</p>
62	<p><b>Q. Will there be creative assets provided to the agency? And if so, how do you currently manage personalization and performance creative?</b></p> <p>A. PCC Marketing Department will provide imagery and branding assets, but development of a new campaign will be the responsibility of the agency selected.</p>
63	<p><b>Q. What is your CRM?</b></p> <p>A. PCC utilizes Element 451 as our CRM.</p>
64	<b>Q. What is your annual media budget?</b>

	<i>A. Our TOTAL annual marketing budget (July 1-June 30 fiscal year) is currently \$120,000 for this contract. That would include media services AND agency services. We anticipate the same amount for next year, but we won't know for sure until a state budget is passed by our legislature for our new fiscal year.</i>
65	<b>Q. Are there any questions about your markets or audiences that you would like an agency to help get answers to?</b> <i>A. That is always helpful. Those questions would be discussed with selected agency.</i>
66	<b>Q. Are there any new channels that you've been interested in testing?</b> <i>A. Not that we can think of at the moment, but we are always interested in exploring emerging marketing avenues.</i>
67	<b>Q. Any channels where you've had a lag performance?</b> <i>A. We do rebalance our allocations when performance changes.</i>
68	<b>Q. Who is/are your incumbent agency(ies) for production and placements?</b> <i>A. VisionPoint Marketing, LLC</i>
69	<b>Q. Are you open to two agencies partnering together? If so, what information do you require for the 2nd agency, in terms of forms to fill out?</b> <i>A. We prefer to work with only one agency for this contract.</i>
70	<b>Q. What geographic targeting are you envisioning?</b> <i>A. In the state of NC, community colleges are restricted to advertising within their service areas which are the county borders (except for marketing programs that are not offered in a neighboring county. So, our service area would be Pitt County. The only exception is with TV and radio which cannot be limited to county lines.</i>
71	<b>Q. Are there specific programs to focus on more than others?</b> <i>A. We do an annual internal campaign for specific program marketing, so that would not be included in this contract.</i>
72	<b>Q. Do you require the monthly planning meeting to be in-person, virtual or a mix based on the priorities that month?</b> <i>A. We can be flexible with this question. Most monthly meetings will be virtual.</i>
73	<b>Q. Will we have access to your CRM contacts to support research projects, as needed?</b> <i>A. Yes.</i>
74	<b>Q. What photo and video assets do you have available? Or should the pricing assume all new production?</b> <i>A. We would provide access to resources for review, but assumption would be for new production for at least some assets.</i>
75	<b>Q. Based on a 2-year contract and the timeline for registration, the selected vendor is expected to work through 2 academic years, correct? 2026 and 2027 registration?</b> <i>A. The 2-year contract would run from July 1, 2025, through June 30, 2027. PCC would have the option to renew the contract on the same terms and conditions for up to three (3) additional one-year terms.</i>
76	<b>Q. The selected vendor will be focusing only on social advertising and not organic, correct? Who handles organic social media content (as there may be some synergies)?</b> <i>A. We have a Social Media Coordinator on our Marketing staff that handles our organic social media content as well as targeted program marketing for selected academic programs.</i>
77	<b>Q. Are you open to this (and possibly other) components to be outlined in a supplemental document?</b> <i>A. As long as it is submitted with the proposal and indicated as such, yes.</i>
78	<b>Q. Are you requesting to know our hourly rate for each category and not any expenses or total budgets?</b>

	<i>A. This hourly rate information is for reference only to determine associated costs for anything outside of the scope of this contract. Submitting vendor must include the total budget costs as well.</i>
79	<b>Q. Is this a new contract or is there an incumbent agency(s) working with PCC?</b> <i>A. This will be the second time we have contracted with an agency for our marketing work. We are required to post an RFP for this work.</i>
80	<b>Q. If PCC has an incumbent agency(s) working on marketing/branding, are they able to identify that vendor(s)?</b> <i>A. VisionPoint Marketing, LLC</i>
81	<b>Q. Is the incumbent agency(s) expected to place a bid on this RFP?</b> <i>A. We do have an incumbent agency, and we would assume that they will be participating in this RFP.</i>
82	<b>Q. Could the College further clarify its understanding and definition of "public opinion research"?</b> <i>A. Our previous vendor researched competing community college marketing campaigns for reference. They also conducted focus groups with our students.</i>
83	<b>Q. Is PCC looking to rebrand or refocus its messaging for a particular campaign, or is the College simply seeking an agency partner at this time with any specific campaigns to follow at a later date?</b> <i>A. We will expect a new marketing campaign to be developed.</i>
84	<b>Q. Is the monthly planning meeting expected to be held in person or virtually?</b> <i>A. The monthly meetings may be virtual or in person (depending upon feasibility and location of vendor).</i>
85	<b>Q. Does PCC currently have any campaigns running?</b> <i>A. Yes, we current campaign runs through the end of May.</i>
86	<b>Q. Will past campaign data and creatives be available to the awarded vendor?</b> <i>A. We will share our past data.</i>
87	<b>Q. Does PCC have an annual budget set aside for marketing, advertising, and/or media buying?</b> <i>A. Our TOTAL annual marketing budget (July 1-June 30 fiscal year) is currently \$120,000 for this contract. That would include media services AND agency services. We anticipate the same amount for next year, but we won't know for sure until a state budget is passed by our legislature for our new fiscal year.</i>

**Execute Addendum:**

BIDDER: \_\_\_\_\_

ADDRESS (CITY & STATE): \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME and TITLE (Print): \_\_\_\_\_