

## Procurement Department Solicitation Addendum

Solicitation Number: 88-260011-PH  
Solicitation Description: Integrated Marketing and Communications Services  
Opening Date and Time: December 15, 2025, at 2:00 PM ET  
Addendum Number: 1  
Issue Date of Addendum: November 25, 2025  
Procurement Agent: Robin Harper

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- 1. Extension of Submission Deadline to December 15, 2025 at 2:00PM EST.**
2. Response to Vendor Questions received pursuant to specifications in the RFP. Questions and responses begin on the second page of this Addendum.

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**Return one properly executed copy of this addendum with bid response on, or prior to, the Solicitation Opening Date/Time listed above. Failure to return a properly executed addendum may result in rejection of your proposal/bid.**

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EXECUTE ADDENDUM:

Offeror: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Name and Titled (Typed): \_\_\_\_\_

Date: \_\_\_\_\_

#	RFP Reference	Vendor Question	College Response
1	General	Is there a FAQ list already within the document? (I scanned the contents page and several pages of the document and did not find one).	No.
2	General	Do you currently have an agency of record? If so, who is your AOR?	N/A. This is the first time the college has requested an RFP for an Integrated Marketing and Communications firm.
3	General	Does your current source for Marketing and Communications provide all the services you are requesting in your 2026 RFP or do you have several vendors for these needs? (The RFP mentions that you have the authority to select separate vendors for the various services requested.)	The college does not currently have a single firm for these services. The college partners with one vendor for video production at this time and has previously partnered with a marketing/creative agency for campaign concept and production.
4	Section 5.0	Our services do not include crisis management and Public Relations and some of the training you are requesting. Does this disqualify us from submitting for the Integrated Marketing portion of the RFP?	All of the services noted in the RFP are part of this RFP and therefore are services the college desires as part of any award made.
5	Section 5.2	Would we be considered "LOCAL" or are you limiting the location of your vendors for this RFP to a specific proximity to Charlotte?	Refer to Section 5.2. While this solicitation is open to all qualified vendors, the College expresses a strong preference for firms with a local presence within the College's service area.
6	General	Could you confirm whether any funds will be allocated for campaign execution or media buying?	We are not seeking a media buyer. The college is seeking a partner to do concepting and production.
7	General	Can you identify a total budget for the project, or a desired budget range?	Central Piedmont uses state funds for marketing, and the College receives its budget each fall from the State. Central Piedmont cannot guarantee marketing budgets or annual spending to vendor(s) as our budgets change each year. We have currently projected \$2,00,000 to \$2,300,000 over the entire duration of the contract, but that is subject to change.

8	General	Do you have specific budgets for any area of support - either for phases, or for each type of support (strategic comms/PR support vs. marketing and campaign development support).	Central Piedmont uses state funds for marketing, and the College receives its budget each fall from the State. Central Piedmont cannot guarantee marketing budgets or annual spending to vendor(s) as our budgets change each year. We have currently projected \$2,00,000 to \$2,300,000 over the entire duration of the contract, but that is subject to change.
9	2.7	In section 2.7, it notes our response should include "signed versions of all execution pages, plus the body of the RFP." Do we need to include brand guidelines pages, or do we only need to include pages 1-26 of the RFP itself?	No need to include brand guidelines.
10	5.2 Tasks/Deliverables	Strategic communications and PR: Do you have a preferred format for media training that will be delivered as part of Phase 2, to "10-15 strategically selected subject matter experts." Do you envision individual 1:1 training sessions, a single workshop, or multiple workshops with a more manageable number of people per session (typically we recommend 3-5). If you have no preferred method, is this something the agency partner can recommend/advise on?	The college is comfortable with an agency recommended model, including small groups.
11	General	Strategic communications and PR: In addition to specific deliverables, do you anticipate a consultant-like relationship with monthly hours to be used towards support as needed? This would be for things like "ongoing strategic counsel" or additional on-demand support. If you do anticipate this, do you have an expectation for hours?	Central Piedmont uses state funds for marketing, and the College receives its budget each fall from the State. Central Piedmont cannot guarantee marketing budgets or annual spending to vendor(s) as our budgets change each year. We have currently projected \$2,00,000 to \$2,300,000 over the entire duration of the contract, but that is subject to change. Of that figure, we estimated approximately \$400,000 across all three years for ongoing strategic counsel.
12	Section 5.2	Marketing and campaign development: Is the current campaign considered successful? Why or why not?	The current campaign is considered successful as its purpose was to refresh and extend the concept of the previous campaign. While we didn't conduct a brand awareness

			study this year, our metrics have been steady over the past several years.
13	Section 5.2	Marketing and campaign development: What does the current campaign do well?	The current branding campaign has kept our messaging consistent in the marketplace. It shows diversity of programs as well as students and appeals to traditional age as well as adult learners. It helps keep our brand elevated as well as inform the community of our breadth and depth.
14	Section 5.2	Marketing and campaign development: Where are the biggest opportunities for the new campaign to improve, in your opinion?	<p>The current campaign has run for several years and has performed very well. We have introduced new concepts each year to ensure we have fresh campaigns in the market. In general, affordability messaging, consistent adherence to our new brand identity, and strong visual storytelling have performed well.</p> <p>Our continuing education (CE) campaign has also performed fairly well for a first-time campaign for CE.</p> <p>Where we'd like to see change:</p> <ol style="list-style-type: none"> <li>1. We are appealing to a wide audience, so narrowing the scope for brand awareness versus segmented campaigns will be critical.</li> <li>2. Continuing to build upon our "catchy" phrases, such as: higher ed, lower cost. Continuing education, real-world results.</li> <li>3. A new campaign concept, given we've used "conquer possibility" for several years now. Something that stands out and keeps us competitive with other four-year institutions in the market.</li> </ol>

15	Section 5.2	Marketing and campaign development: When was market research last completed?	We completed a full brand study in 2018 leading into the brand refresh. Since then, we have completed annual studies. We did not complete one this year, given metrics were staying fairly similar for the last 2-3 years.
16	Section 5.2	Marketing and campaign development: Is there a specific budget for new/ongoing market research?	Central Piedmont uses state funds for marketing, and the College receives its budget each fall from the State. Central Piedmont cannot guarantee marketing budgets or annual spending to vendor(s) as our budgets change each year. We have currently projected \$2,00,000 to \$2,300,000 over the entire duration of the contract, but that is subject to change, with about \$60,000 to \$75,000 per year for brand study/research over the entire duration of the contract.
17	Section 5.2	Marketing and campaign development: Have audiences/ areas of focus already been identified for the "focus campaigns," or is this something we will collectively identify as part of our engagement/support?	We will collectively identify these as part of the work together. We also anticipate basing this off of the focus areas of the college's new long-term strategic plan, which is currently being developed and is on track to be announced early fall 2026.
18	Section 5.2	Marketing and campaign development: Will there be an opportunity to influence/collaborate on the paid media strategies (alongside the existing paid media partner) or should we assume we are executing against an approved/pre-set strategy?	Yes, there will be an opportunity to influence and collaborate on the paid strategies.
19	Section 5.2	Creative services and production: Can you elaborate on "website content migration" - does this mean rewriting current site copy to adhere to the guidelines in the RFP, or creating new copy for pages that did not migrate to the most recent version of the site and need to be recreated?	We have not finalized the pages that are being migrated yet. In some cases, we will need copy from existing pages to be rewritten; in other cases, we will need copy for new pages that don't exist today to be drafted.
20	Section 5.2	Creative services and production: Are the photographers in-house staff photographers? Can we assume that, in addition to direction, we can be on-site for all photoshoots?	We have an in-house photographer. This individual will be on site during our campaign production shoots. We typically try to gather photos at the

			<p>same time as the video footage for campaigns.</p> <p>We have many other photography shoots throughout the year; the agency will not be on site for those.</p>
21	Section 4.7, Page 12	Do we need to submit Background Check information with the RFP or would we submit this after we are awarded the contract, but prior to signing the contract?	This would be required prior to beginning any work with the State.
22	Section 5.2, Page 13	Can you share what and when the major institutional event on campus will be or will this be determined following contract execution?	This has not been determined and is still tentative for FY26. It may shift into FY27 or FY28. Additional details will be shared after the contract is executed. You can assume it would be a groundbreaking or grand unveiling type of event.
23	Section 5.2, Page 13	When was the existing market research conducted and/or completed?	We completed a full brand study in 2018 leading into the brand refresh. Since then, we have completed annual studies. We did not complete one this year, given metrics were staying fairly similar for the last 2-3 years.
24	Section 5.2, Page 14	Will campaign landing page development be required as part of the scope, or will campaigns direct to existing landing pages?	No. We are developing campaign landing pages in-house.
25	Section 5.2, Page 14	If the Vendor is to develop campaign landing pages, will the college host the pages?	No. We are developing campaign landing pages in-house.
26	Section 5.2, Page 14	Will website copywriting support include writing new content and updating existing content?	We have not finalized the pages that are being migrated yet. In some cases, we will need copy from existing pages to be rewritten; in other cases, we will need copy for new pages that don't exist today to be drafted.
27	Section 5.2, Page 14	<p>For the website migration:</p> <ul style="list-style-type: none"> <li>• Approximately how many pages?</li> <li>• What platform (WordPress, Drupal, custom CMS)?</li> <li>• Will vendor be responsible for writing directly into the CMS or only delivering Word docs?</li> </ul>	We have not finalized the pages that are being migrated yet. In some cases, we will need copy from existing pages to be rewritten; in other cases, we will need copy for new pages that don't exist today to be drafted. The new website will be on a Drupal platform but will also

			include some content on the CRM of Element 451. The agency will be responsible for delivering content in Word doc only.
28	Section 5.2, Page 14	Is a website content strategy already in place, or will copywriting support include web content strategy?	Yes, content strategy is underway. Assistance is needed in copywriting to optimize traditional SEO rankings and Large Language Model (LLM) content used to inform AI Search results.
29	Section 5.2, Page 14	Is CPCC currently underway with a new website development project? If so, where are you in the process?	Yes. We are on track to hand over the project to development in late December.
30	Section 5.2, Page 14	Should our proposal include development of creative assets in another language in addition to English?	No – only English.
31	Section 5.2, Page 14	RE: video production Will CPCC coordinate campus access, student selection, and internal scheduling?	Yes. We coordinate campus access, student selection, and internal scheduling.
32	Attachment H, Page 22	Re: Cyber Insurance Liability Is cyber insurance liability a required COI for this project?	No
33	5.2 Tasks/Deliverables	Has the college allocated a budget for each of the phases and are you willing to share it?	Central Piedmont uses state funds for marketing, and the College receives its budget each fall from the State. Central Piedmont cannot guarantee marketing budgets or annual spending to vendor(s) as our budgets change each year. We have currently projected \$2,00,000 to \$2,300,000 over the entire duration of the contract, but that is subject to change.
34	5.3 Digital Marketing, Analytics and Insights	Who is the college’s media buying and placement agency?	Media Placement Services
35	General	Is there any guidance on the budget?	Central Piedmont uses state funds for marketing, and the College receives its budget each fall from the State. Central Piedmont cannot guarantee marketing budgets or annual spending to vendor(s) as our budgets change each year. We have currently projected \$2,00,000 to

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