PALOMAR COLLEGE
Learning for Success

ADDENDUM #1
RFQ-201-21 Digital Advertising Strategy Design, Implementation and Management

As per the directions in the RFQ package, the following question was submitted for clarification in accordance with section XI: Questions/Contact Person of the RFQ:

QUESTION (1): What prompted the release of this RFP? Are there digital tactics that particularly have or have not been working well for you?

RESPONSE: Our current strategy is working quite well. This RFP has been issued as per our fiscal and contractual policies.

QUESTION (2): Is there an incumbent digital agency, and if so, are you open to working with the incumbent again?

RESPONSE: Yes, we are currently working with a digital agency and open to working with the agency again.

QUESTION (3): Can you provide approximate prospective student list sizes available for targeting?

RESPONSE: Are target audience is anyone 14 years or older living in San Diego County. However, we target our marketing to remain within our District boundaries. Currently, prospective student lists are not being used within our digital strategy.

QUESTION (4): Can you provide any direction on your target markets for recruitment and/or the demographics of your typical prospective student?

RESPONSE: The most productive target market for our College are San Diego County residents who are 18-24 years old living in the 20+ most productive zip codes within the boundaries of our District. However, we serve 14-17 year old and 25-32 students. We are a Hispanic Serving Institution and serve one of the largest Veteran populations in the state of California.

QUESTION (5): The RFQ document states that the annual budget is $150,000. Is that inclusive of agency management fees?

RESPONSE: Yes, $150,000 is inclusive of all fees and media.

QUESTION (6): Who does the college currently engage for the comprehensive marketing and communications strategies? Will that vendor also be bidding on this opportunity for digital marketing?

RESPONSE: The District does not engage with other marketing and communication vendors. All of this work is produced "in-house".

QUESTION (7): Is there a preference for local agencies?

RESPONSE: No.

QUESTION (8): Search engine optimization can impact paid performance. Who manages the site's search engine optimization? Are SEO updates connecting to paid performance possible?

RESPONSE: SEO is not currently part of the digital strategy. Website strategy, inclusive of SEO, is not part of this proposal.

QUESTION (9): Measurement is important to success. Who currently manages your Google Analytics account? When was the last time it was audited and enhanced? Will the chosen vendor be allowed to make changes to Google Analytics?

RESPONSE: Our GA account is managed in-house and the team collaborates well with vendors as needed.

QUESTION (10): How do you plan to measure a successful campaign (or will you rely on the chosen vendor to help define this)?

RESPONSE: We are utilizing GA and campaign key performance indicators to evaluate the success of the campaign. It is a collaborative effort with our current agency.

QUESTION (11): Have personas already been created? If so, can you share them in order to prepare a more complete strategy for RFP response?

RESPONSE: Personas have not been formerly created. Our students are within a typical college-age range, largely Hispanic, and working part-time. We also have students who are working full-time in a career and taking courses at Palomar to examine other fields or refine their skill set.

QUESTION (12):   Is there an estimated target start date for the awarded proposer to be managing the campaigns?

RESPONSE: *Nov. 1, 2020.*

QUESTION (13):   What are some of your largest challenges/concerns with your current Digital Marketing campaigns?

RESPONSE: *There are no current concern.*

QUESTION (14):   Do you have a preferred dashboard reporting product? We solely use Data Studio - Will this be an acceptable platform?

RESPONSE: *We do not have a preference.*

QUESTION (15):   What data visualization software or marketing analytics tools does the university currently use?

RESPONSE: *The College uses PeopleSoft for enrollment and fiscal data. The College is not using marketing analytics tools at this time.*

QUESTION (16):   What are some of your largest challenges/concerns with your current Digital Marketing campaigns? What are some current challenges you seek to overcome with a potential new partner?

RESPONSE: *We do not have any concerns with our current campaigns.*

QUESTION (17):   How far down the recruitment funnel can you currently track? Have applications been attributed to specific digital marketing efforts?

RESPONSE: *We are unable to track at this time due to a lack of a CRM platform. We hope to remedy this lack of insight however, this will take some time to do so.*

QUESTION (18):   Will you be supplying the actual creative (design and layout) as well as copywriting for all digital/social ads? Or will the vendor be expected to supply these services?

RESPONSE: *No, this is to be contained in the services provided by the agency. Copywriting will be collaborative between the agency and the Director, Marketing, Communications and Public Affairs. Some still photography can be provided. Currently the campaign is a mix of the College's library of photography and stock images.*

QUESTION (19):   What kind of creative services should we include in the Scope of Work that the Palomar is not expected to complete?

RESPONSE: All creative needs associated with the campaigns should be included as a service within the agency's proposal.

The information above is added to RFQ #201-21

 Date issued: August 17, 2020

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Yulian Ligioso (Aug 18, 2020 08:15 PDT)_____

Yulian Ligioso,
Acting Assistant Superintendent, Vice President
Finance and Administrative Services
Palomar Community College District

Addendum #1 RFQ 201-21 Digital Strategy & Management response

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