



**ADDENDUM #2**  
**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:

**DOCUMENTS:**

- Attachment “F” has been revised by this Addendum and is attached.

**QUESTION (1):** What is the CRM for the college? What is the CMS?

***RESPONSE:** We do not currently have a CRM. Our website is largely based in WordPress.*

**QUESTION (2):** Does the College have existing landing pages that will be used for these campaigns?

***RESPONSE:** The current landing pages are tied to our current vendor. Landing pages will need to be developed and managed as part of this contract.*

**QUESTION (3):** Does the College have existing brand and style guidelines?

***RESPONSE:** Yes. We have brand style guidelines available. The current campaign is reflective of our current Makes It Possible ad campaign and the vendor will have access to these campaign guidelines.*

**QUESTION (4):** Does the College own its ad accounts for Google, Facebook, LinkedIn, etc, or will those need to be created?

***RESPONSE:** Yes, we have all of these accounts.*

**QUESTION (5):** Does the \$150,000 project cost include media spend? Or is this amount for service fees only?

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

**QUESTION (6):** What are the primary academic areas of focus for promotion?

*RESPONSE: There are many academic programs within our current campaign inclusive of career technical education, business, health, and public safety.*

QUESTION (7): Who will be our ongoing contacts? What are their roles?

*RESPONSE: Julie Lanthier Bandy, Director of Marketing, Communications and Public Affairs is the primary contact for the work to be performed.*

QUESTION (8): *Firm* has a strong history of working for private universities, but not specifically community colleges. Will this difference negatively impact our bidder qualifications score, or is our work for universities sufficient? In addition, if it will impact our score, how much of a drop should we expect?

*RESPONSE: Higher Education experience is important and there is no set parameter as it relates to scoring the proposal. Please reference page 11 of the RFQ.*

QUESTION (9): If an agency doesn't have community college experience but does have experience in higher education digital marketing, will that exclude them from consideration?

*RESPONSE: No.*

QUESTION (10): What is the media budget? How is that typically broken out by media channel or programs?

*RESPONSE: The entire budget of \$150,000 is currently being spent on digital media placements. It is important for the proposal to contain the break down of media vs. agency fees.*

QUESTION (11): What is your typical PPC budget?

*RESPONSE: About 2/3 of the total budget.*

QUESTION (12): How many campaigns do you run throughout the year and what is the typical timing?

*RESPONSE: Our campaign runs for the entire fiscal year, 12 months.*

QUESTION (13): How many programs do you individually promote?

*RESPONSE: 30-40 programs*

QUESTION (14): Are you looking for a fresh creative campaign or to adapt something you are already running?

*RESPONSE: We are open to developing a new campaign, however, the current creative has been in market for just one year.*

QUESTION (15): Is there a separate production budget?

*RESPONSE: No.*

QUESTION (16): Are the landing page layouts and/or development included within the scope? If so, how many pages and will we be designing from scratch or using existing content?

*RESPONSE: Landing page development should be included in the proposal. The current campaign has 8 landing pages and are tied to the current vendor.*

QUESTION (17): You mention in-kind hours for various stages in the deliverables - is there a requirement to provide pro-bono services to be part of our pricing in the response?

*RESPONSE: There is no requirement.*

QUESTION (18): Was there any additional questions for "(D) Current Projects within the last three years:"? It looked like something may have been cut off.

*RESPONSE: There is no additional copy: Please list current projects within the last three years.*

QUESTION (19): Do you have any existing brand perception studies available that can be shared prior to the RFP deadline?

*RESPONSE: None are available.*

QUESTION (20): Does the landing page creation include development as well, or only design? If landing pages are hosted on [Palomar.edu](http://Palomar.edu), what CMS platform do you use?

*RESPONSE: Landing page design, development and management should be included in the proposal. Landing pages are not currently hosted by the College.*

QUESTION (21): Does the district have a strategic enrollment plan and has that informed marketing in the past?

*RESPONSE: The strategic enrollment plan is currently being revised. Going forward the marketing and communications plan will be closely tied to the strategic enrollment plan.*

QUESTION (22): Would the district be amiable to two companies co-bidding as partners rather than as contractor/subcontractor?

*RESPONSE: It is preferable to work with one vendor.*

QUESTION (23): Would the district be amiable to paying a subcontractor for its services apart from the main bidder?

*RESPONSE: No*

QUESTION (24): On page 8, Section D, is there text on that page that was truncated?

*RESPONSE: There is no additional copy: Please list current projects within the last three years.*

QUESTION (25): Has the district performed research in the past that has informed its marketing and if so, what research has been conducted?

*RESPONSE: There is no recent market research available.*

QUESTION (26): The information requested in General Parameters and Scope of Work, in which section would the district like those responses to be included (for example, should we create a section F and G in our response)?

*RESPONSE: As stated under (B) General Experience; section Contents of RFQ Submittal*

QUESTION (27): In reference to “all qualified Firms and persons shall have current licenses...” What types of licenses are you referring to?

*RESPONSE: The appropriate business license required for operation in the State of California..*

QUESTION (28): What type of proof is required to prove financial responsibility?

*RESPONSE: See Revised – Addendum 2 Attachment “F”.*

QUESTION (29): Is there an incumbent?

*RESPONSE: Yes.*

QUESTION (30): Do you have specific enrollment goals/benchmark? What is the current cost per student acquisition? Are there specific programs/degrees you’d like to promote?

*RESPONSE: There is not a specific benchmark determined at this time. Cost per student acquisition is not available. We currently promote 30-40 programs within our digital campaign.*

QUESTION (31): Who is your primary target Market? Secondary?

*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 (32): Will we have access to historical data of past enrolled students?

*RESPONSE: yes*

QUESTION (33): What digital efforts, if any, were done in the past? What did you find to be successful? What could be improved?

*RESPONSE: Digital is a relatively new channel for the College. The first comprehensive digital campaign launched last October. The entire campaign has been successful.*

QUESTION (34): Do you have Google Analytics set up? If so, would the awarded Firm have access to it?

*RESPONSE: yes*

QUESTION (35): Does the College have an Internal Marketing team to assist with providing key assets to create artwork or would the awarded Firm be responsible for any/all creative work?

*RESPONSE: The firm will be responsible for the development of all creative assets and landing pages for the campaigns. The College can provide some images.*

QUESTION (36): Is a paid social effort part of this Request? If yes, would awarded Firm have administrative access to the corresponding social media platform?

*RESPONSE: Facebook paid ads are managed in-house. SnapChat and YouTube campaigns are managed by the current vendor. Access can be provided.*

QUESTION (37): On page 8, under “General Experience”, is experience with community college districts required or will higher education projects suffice?

*RESPONSE: Higher Education marketing experience will suffice.*

QUESTION (38): On page 8, under “References”, must we submit a reference from each listed (i.e. College/University, an Administrator, etc.) or is that an example list of acceptable Reference sources? If a reference from the client is required, will a signed affidavit suffice?

*RESPONSE: An list of current references will suffice and a signed affidavit will also suffice.*

QUESTION (39): If the electronic submission for the RFQ is received on or before the deadline (9/1, 3pm), does it matter if/when the mailed CD/flash drive arrives later?

*RESPONSE: Under section VII. Remove the requirement to submit one (1) electronic version on CD or flash drive; in a sealed box or package.*

QUESTION (40): Is there consideration for Spanish-language advertising?

*RESPONSE: This could be a consideration. Spanish-language advertising is not currently incorporated into any of the College's advertising.*

QUESTION (41): What are the specific audiences you're looking to advertise to?

*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 year old students. We are a Hispanic Serving Institution and serve one of the largest Veteran populations in the state of California.*

QUESTION (42): Do you have an incumbent firm?

*RESPONSE: yes*

QUESTION (43): What is your internal team's capacity for other work that complements a paid campaign strategy?

*RESPONSE: The internal team is very small although social media editorial and paid facebook advertising are managed in-house.*

QUESTION (44): Can you confirm that a firm from the submission pool who meets the requirements for the RFQ will be solicited for contract work beginning in October? In short, does PCCD expect to negotiate a contract as an outcome of this RFQ?

*RESPONSE: Yes. It is the intention of the District to create a short-list of qualified firms to be approved by the Governing Board at their October 13, 2020, which will result in an agreement with those firms.*

QUESTION (45): What has the college spent on media in the past? How much was allocated for digital placement in the most recent year?

*RESPONSE: The budget for the digital campaign is \$150,000.*

QUESTION (46): Does the college have video and photo assets that will be provided for the campaigns?

*RESPONSE: Photo assets and some video assets are available.*

QUESTION (47): What type of research has the college done already to support your current marketing efforts? When was this done?

*RESPONSE: There is no recent market research available.*

QUESTION (48): What type of digital strategies is the college using currently?

*RESPONSE: SEM, display and paid social.*

The information above is added to RFQ #201-21

Date issued: August 25, 2020

  
Yulian Ligioso (Aug 25, 2020 13:40 PDT)

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

**Revised  
ATTACHMENT "F"**

**INSURANCE RESPONSIBILITY  
REQUIREMENTS**

Palomar has requirements mandating that independent contractors and providers of professional services have in place, and provide evidence thereof to Palomar, general liability insurance, workers compensation coverage, and professional liability insurance. The successful Digital Marketing firms under the instant RFQ shall provide to the Office of Contracts Services of the District, certificates of insurance, naming the Palomar Community College District, and its officers, agents and employees as additional named insureds on policies that are current for the term of the agreement contemplated through this RFQ process.

**Comprehensive General Liability**

The Firm shall carry at its own expense, adequate comprehensive general liability insurance from a carrier admitted to write said insurance in the State of California, to protect the Firm, its principals, officers and employees, and the District, its directors, officers, agents and employees, from any and all claims, suits, actions of any nature for damage to property and for personal injury, including death, arising out of or in any way connected with the services provided under any agreement with Palomar. The coverage shall include, in addition, all automobiles operated by the Firm that are covered while going to and from the site of the performance of services to Palomar, and while operating motor vehicles on Palomar property. Limits of this insurance shall be a minimum of \$1,000,000 per occurrence, with aggregate of \$3,000,000 per policy year.

**Workers Compensation Coverage**

The Firm, its principals and employees are independent contractors, and not employees of Palomar. As an independent contractor Firm shall carry workers compensation coverage with an approved provider in the State of California. The Firm shall defend and indemnify at its sole cost and expense, Palomar, its directors, officers, agents, and employees from and against all claims, demands, actions, and proceedings arising under the California Labor Code and/or regulations for workers compensation benefits, including disability claims for long term rating and compromise.

**Professional Liability Insurance (Errors and Admissions)**

Firms shall have in place, and keep in force during the term of any agreement entered into hereunder; including tail coverage sufficient to cover all applicable statutes of limitation for the services rendered hereunder, professional liability insurance in an amount of \$1,000,000 per occurrence and an aggregate of no less than \$3,000,000. Firm and each of them individually, shall provide the following information to Palomar prior to entering into any agreement arising out of this RFQ:

- A. A statement of disclosure of all complaints filed against the Firm, any of its principals and employees, or any of them, with California State business or licensing authorities for their particular specialty/profession, at any time during the last five years immediately



preceding the Firm's response to this RFQ, and a brief discussion of the disposition thereof.

- (B) Have not, within a three-year period preceding this contract, been convicted of or had a civil judgment rendered against them for: commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a Federal, State or local government contract or subcontract; violation of Federal or State antitrust statutes relating to the submission of offers; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, tax evasion, or receiving stolen property; and are not presently indicted for, or otherwise criminally or civilly charged by a Government entity with, commission of any of these offenses.


# DUE TODAY 8-25-2020 BY 3:00 pm - Addendum #2 RFQ 201-21 Digital Strategy Management response

Final Audit Report


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