

**Request for Proposal Q00899  
Digital Media Buying Agency - Marketing Services Addendum #1  
August 28, 2017**

All changes to the Request for Proposal are valid only if they are issued by written addendum. Each respondent should acknowledge receipt of any addenda in their bid submission. Each respondent, by acknowledging receipt of any addenda, is responsible for the contents of the addenda and any changes to the quote therein. Failure to acknowledge receipt of any addenda may cause for rejection. If any language or figures contained in this addendum are in conflict with the original document this addendum shall prevail.

**This addendum consists of the following clarifications:**

This RFP will incorporate the following terms and requirements into the RFP:

1. As stated in the pre-proposal conference held on August 18, 2017 the College would like to have real time access to analytics to include media spend, impressions, engagements, clicks and conversion goals by campaign. In your proposal response, please address how your firm will be able to address this requirement.

**This addendum consists of the additional information based on questions received to date:**

1. Who is the incumbent agency on the current contract?  
**Response:** MoreVisibility
2. How long was the current contract for and what amount?  
**Response:** Morevisibility has received annual contracts for at least the last five years. The annual contract value has increased during that time.
3. Can companies from Outside USA can apply for this? (like, from India or Canada)  
**Response:** Yes, as long as you can meet all the requirements in the RFP, including, but not limited to weekly conference calls and at least two annual on-site visits.
4. Do we need to come over there for meetings?  
**Response:** If selected as a finalist during the evaluation period on-site oral interview may be required. Awarded vendor must make two client site visits per year (D. 05).
5. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)  
**Response:** Yes, as long as you can meet all the requirements in the RFP.
6. Can we submit the proposals via email?  
**Response:** No, proposals must be submitted in a sealed package, signed, and submitted as indicated on page 1.
7. Do you require the agency to be google certified in the modules listed in the RFP or can the individual buyer for the agency be certified to meet the RFP criteria?  
**Response:** The College expects the agency to be certified.

8. Will not holding a Microsoft Bing Ads Accredited Professional certification disqualify an agency as an RFP respondent?  
**Response:** The College will make an award based on the evaluation criteria established in the RFP and firm that best meets the requirements of the RFP. If you have exceptions to the RFP requirements, please list them in your proposal for consideration.
9. Which campaigns will be running during the thirty-day transitioning period? In addition, what campaign obligations or contracts need to be honored and or fulfilled during the first year of the contract?  
**Response:** We will be running all current campaigns including adult, career search, FTIC transfer and potential ad hoc campaigns. The RFP outlines obligations of the contract.
10. Does the selected agency have input on messaging and design concepts of the digital assets?  
**Response:** Yes.
11. Do you see the media buying agency actively attending marketing meetings for the college, if so than in what role?  
**Response:** No meetings other than specified in the RFP.
12. What are the start dates of the semesters included in the first year of the contract?  
**Response:** The Academic Calendar can be found at <http://goforward.harpercollege.edu/academics/academcal.php>
13. Please elaborate about the license to conduct business in Illinois? Specific licensing by a state agency?  
**Response:** Any contractor or subcontractor performing work on behalf of the College should be licensed to do business in the State of Illinois.
14. What is the budget you have allotted for digital? Do you have specific flight dates and a target demographic?  
**Response:** Budget allocations are outlined in the RFP. Flight dates vary by campaign. Target demos vary by campaign.
15. What are the Target Geographies you want to reach?  
**Response:** We primarily focus on our district. Specific info can be found at <http://goforward.harpercollege.edu/about/leadership/planning/factbook.php>.
16. What feeder businesses or schools do you draw from?  
**Response:** Harper sender schools include D214, D211, and D220. Our geography and more info can be found at <http://goforward.harpercollege.edu/about/leadership/planning/factbook.php>.
17. What is your current CMS?  
**Response:** Omni Update

18. What are the specific programs you are looking to promote?  
**Response:** Academic programs offered can be found at <http://goforward.harpercollege.edu/academics/areas/index.php>.
19. Are there landing pages currently for all of these programs?  
**Response:** All program info can be found on Harper's website at <http://goforward.harpercollege.edu/academics/areas/index.php>.
20. What size is your current inquiry pool?  
**Response:** Our inquiry pool varies depending on area of interest.
21. What is your applicant pool list size?  
**Response:** Our applicant pool list size varies depending on area of interest and program. Harper College has recorded and estimated 58,000 inquiries, 11,000 walk-ins, 63,000 new student applications, and 250,000 student engagements since 2012.
22. Are you anticipating increasing your inquiry/applicant pools? If so, by how much?  
**Response:** Yes. We do not have a specific point determined at this time.
23. Is there an opportunity have a call prior to creating/submitting our RFP to gain additional information?  
**Response:** No.
24. What is the monthly traffic to your site?  
**Response:** The average number of page views per month for the external website is 735,960.
25. What audience are you looking to reach? If more than one, can you prioritize?  
**Response:** High school students and their parents, Adult looking to return to college, Veterans, Businesses interested in training their workforce, People interested in earning college credit during the summer.
26. What are the ideal, digital campaign metrics for Harper College?  
**Response:** The metrics vary by campaign. These KPIs include, but are not limited to, time on site, RSVPs to events, inquiry forms, applications completed, registrations, enewsletter subscriptions, social shares, etc.
27. What are the primary KPI's?  
**Response:** See above.
28. What does success look like for digital marketing and campaigns?  
**Response:** Each campaign has varying KPIs depending on goal. See above for details.
29. Broadly, are you looking for how we would distribute the budget between internet media outlets or are we to follow the guideline in the RFP?  
**Response:** Please provide a proposal based on the general budget allocations outlined in Exhibit A of the RFP.

30. At one point you mention your in-house agency will handle strategy and at another point you mention that we should bring forward strategies. For the proposal, are you looking for thoughts on strategy?  
**Response:** Please provide case study/studies that demonstrate your strategy and executing expertise. Harper's marketing staff works in coordination with the agency to determine strategic direction. In practice, these discussions are had and decisions are made during weekly conference calls between Harper staff and selected digital agency.
31. You currently post multiple times a day (on average) on social media, is that handled in-house?  
**Response:** Non-paid is managed in house. We coordinate any paid "boosted" posts with the agency.
32. For social media are you looking for someone to execute paid ads versus the daily postings?  
**Response:** Harper uses paid and non-paid social. See above.
33. Are you looking for detailed plans for Palatine, Prospect Heights, and Schaumburg, or rather just a broad view of how we would utilize the media platforms in general?  
**Response:** We are interested in case studies that demonstrate your expertise and broad strategic thinking on how media platforms could be best utilized for Harper College in general. Until an agency is fully briefed on all goals, markets and campaigns, it isn't realistic to expect a specific plan proposal.
34. Are you looking for ideas centered around specific college programs/curriculum, or just how we would manage the media platforms?  
**Response:** See above.
35. Broadly, are you looking for an agency partner to help with strategy, planning, buying, execution and reporting? If so, aside from ad hoc projects, is that what you envision the agency partner being paid to perform? Is there anything beyond that scope?  
**Response:** In general, we expect our agency to assist with strategy, planning, buying, execution, and reporting. Details are outlined in RFP.
36. The placement of ads will begin in July of 2018, but the planning work with the university will begin in March of 2018, is that correct?  
**Response:** We expect to begin working with/transitioning to the agency the day after the Board of Trustees approves the contract as outlined in the RFP point A. 06. In your response please address a schedule and implementation plan for transitioning the contract to your firm.
37. During the introductory meeting, you mentioned that enrollment was the most important deliverable. Is that the primary KPI for you agency partner? Are there other KPI's that we should be thinking about?  
**Response:** The metrics vary by campaign. These KPIs include, but are not limited to, time on site, RSVPs to events, inquiry forms, applications completed, registrations, newsletter subscriptions, social shares, etc.

38. How many distinct search, display and social campaigns, etc are you currently running? Another way to think about this is, are you going after 5, 7, 10 majors/programs at any given time? Essentially, we are trying to understand the breadth of the program.  
**Response:** We are currently running campaigns for Adult market, High school student and their parents, Learning and Career Center campus, high school open house, and the following specific programs: accounting, business, computer science, education, entrepreneurship, emergency management, fashion, fire science, forensics, paralegal, GIS, health info tech, human resources, hospitality, HVAC, maintenance, manufacturing, welding, supply chain management.
39. What are some of the current campaigns you are running? We would like to analyze a few of them to better understand how you are currently executing campaigns.  
**Response:** We are currently running campaigns for Adult market, High school student and their parents, Learning and Career Center campus, high school open house, and the following specific programs: accounting, business, computer science, education, entrepreneurship, emergency management, fashion, fire science, forensics, paralegal, GIS, health info tech, human resources, hospitality, HVAC, maintenance, manufacturing, welding, supply chain management.
40. Have you used landing pages in the past. Are you opposed to using them going forward? We have implemented those for another university client and have found them to be highly effective in converting clicks to calls and form submissions.  
**Response:** Yes, we use, have used and tested landing pages.
41. If you had to describe your most troublesome "pain points" with your existing agency, what would those be?  
**Response:** None. However, as a Public entity the College expects payment terms in accordance with the Illinois Prompt Payment act rather than making payments up front for advertising. Please advise how you would address this requirement given industry standards.
42. What qualifiers will be looked at in this first round?  
**Response:** Respondent will be evaluated based on the evaluation criteria outlined in the Request for proposals as well as pricing.
43. Is there an incumbent media agency, and are they participating in this RFP?  
**Response:** MoreVisibility and they are eligible to participate in the RFP process.
44. Are there any creative limitations you have?  
**Response:** Harper upholds its brand standard.
45. Are SEM, digital social and programmatic the only preferred tactics or is the college open to an expanded strategy?  
**Response:** Harper will evaluate and test new media options with the successful agency.
46. Are there other media channels being handled by another agency?  
**Response:** Geofencing campaigns are currently managed through Clarus Corporation.

47. From the tactic/spend breakout, SEM is the heavy focus. Is that the preferred tactic or is the college open to a different strategy?  
**Response:** The College is constantly evaluating media channels to best meet target market and goals.
48. Based on previous campaigns, are there tactics/channels that you find consistently perform better than others? Any that have not performed well?  
**Response:** Campaign results vary by campaign, channel and KPI.
49. Do you have a student enrollment profile that drills down to the zip codes/geos they are coming from?  
**Response:** The latest Harper data can be found at <http://goforward.harpercollege.edu/about/leadership/planning/factbook.php>.
50. Do you have enrollment data by month?  
**Response:** For this purpose, the latest Harper data can be found at <http://goforward.harpercollege.edu/about/leadership/planning/factbook.php>.
51. Will we have real time access to the data?  
**Response:** We would need clarification on what data you are referring to answer this question with clarity.
52. Can the budget be flighted to align with enrollment?  
**Response:** Yes.
53. How did you measure past success? What is the enrollment goal for 2017 / 2018 school year?  
**Response:** Institutional planning information can be found at [http://goforward.harpercollege.edu/about/leadership/planning/college\\_plan/index.php](http://goforward.harpercollege.edu/about/leadership/planning/college_plan/index.php).
54. Are there certain programs/colleges Harper is known for? Are there any budgets specified for these colleges out of the total budget?  
**Response:** Harper College is known for a variety of high profile programs including nursing, manufacturing, fashion, engineering, etc. In general, digital campaign budgets are included in the RFP numbers. At times, small, limited ad hoc campaigns are added outside of the RFP budget.
55. With the three enrollment periods, when do students typically enroll? Are they proactive or more last minute?  
**Response:** Enrollment trends vary by market. Enrollment step information for student applicants can be found at <http://goforward.harpercollege.edu/start/apply/index.php>. General info can also be found at <http://goforward.harpercollege.edu/start/index.php>.
56. Do most students have financial aid and/or scholarships?  
**Response:** Nearly 10,000 students were awarded over \$24 million in scholarships, grants, and tuition waivers through Harper College in 2016/2017.

57. Can you please verify the main target audiences of Harper College?
- High school students ready to graduate  
**Response:** Yes.
  - Transfer students from other community colleges  
**Response:** Yes.
  - Influencers of high school/transfer students, i.e. parents; counselors, etc.  
**Response:** Yes.
  - B2B: services offered to local businesses, i.e. Wojcik Center, Business EdVantage, etc.  
**Response:** Yes. In addition to the above, please add adult student target.
58. Are there any geographic limitations to which Harper College must, or would like to, adhere?  
**Response:** District information can be found at <http://goforward.harpercollege.edu/about/leadership/planning/factbook.php>.
59. What geographical area(s) have traditionally been the most successful in terms of enrollment for Harper College? In what areas do you need to be stronger?  
**Response:** District information can be found at <http://goforward.harpercollege.edu/about/leadership/planning/factbook.php>.
60. What specific programs (Nursing or Engineering Science, etc.) are most important to promote?  
**Response:** We are currently running campaigns for Adult market, High school student and their parents, Learning and Career Center campus, high school open house, and the following specific programs: accounting, business, computer science, education, entrepreneurship, emergency management, fashion, fire science, forensics, paralegal, GIS, health info tech, human resources, hospitality, HVAC, maintenance, manufacturing, welding, supply chain management.
61. What percent of an increase/decrease has Harper College seen over the last 3 fiscal years?  
**Response:** Please see here for enrollment data <http://goforward.harpercollege.edu/about/leadership/planning/factbook.php>.
62. What would a successful FY18 digital marketing campaign produce in terms of percent increase in enrollment over FY17?  
**Response:** Minimize the projected 1.8% enrollment decrease by niche targeting adult market, veteran and Hispanic populations. Continue to deliver strategic marketing enrollment communications for all primary audiences including high school students and their parents, summer only students, veterans, in-district businesses, etc.
63. Curious if the vendor who is awarded this contract will need be registered with Illinois Procurement Gateway as a registered vendor?  
**Response:** No, they do not have to be registered with the Illinois Procurement Gateway.

64. Are there specific programs or a specific number of programs Harper College is interested in advertising for? If interested in several programs, what are the priorities?  
**Response:** We are currently running campaigns for adult market, high school student and their parents, Learning and Career Center campus, high school open house, and the following specific programs: accounting, business, computer science, education, entrepreneurship, emergency management, fashion, fire science, forensics, paralegal, GIS, health info tech, human resources, hospitality, HVAC, maintenance, manufacturing, welding, and supply chain management.
65. Can you provide an example of the percentage breakdown for specific programs (monthly/yearly ad spend per program)?  
**Response:** This information will be provided to the successful respondent. Please utilize the information provided in the RFP to develop a response.
66. In Exhibit A, is there flexibility within the stated pricing for capabilities and needs? For example, does Harper College want to keep all \$200K on Search campaigns or only \$30K on Social?  
**Response:** Harper would likely maintain the majority of its allocations until rationale for a shift is provided.
67. In the Pre-Proposal Conference on 8/18 it was mentioned that Harper College would like the selected agency to develop a data dashboard that is accessible by the Marketing team, and feeds in data sources from several platforms and channels. Can you elaborate on this need? How robust of a dashboard does this need to be? If an agency does not currently offer this to its clients and instead utilizes analytics platforms and Marketing channel data sources individually (then utilizes this data to build custom reporting), will that suffice?  
**Response:** It is preferred that the selected firm provide the College with real-time access (preferably 24/7) to analytics to include media spend, impressions, engagements, clicks and conversion goals by campaign. In your proposal response address how your firm will meet this requirement.
68. To confirm, the earliest this contract would be awarded is November 2017 and the earliest the selected agency would begin work is July 2018, correct?  
**Response:** A contract should be awarded in and work is expected to begin in November, 2017.
69. In our RFP response, is it enough to simply say our professional insurance coverage meets the minimums stated in the RFP (it does)?  
**Response:** Respondents are expected to meet the insurance requirements in the RFP. If there are any exceptions to the requirements, they should be listed in your response.
70. In the RFP it states Harper's buying criteria in general terms: "Quality and timeliness of response" etc. Can you provide more detail into the top buying criteria used by the decision maker(s) for this project?  
**Response:** See section B.06 Evaluation Considerations for an explanation.

71. To confirm, for Exhibit A in the RFP, as the total assumed budgets in the channels listed does not equal \$395k, is it on the agency to provide guidance on how the remaining \$125k is to be spent to achieve Harper's objectives?

**Response:** For the purpose of submitting a price proposal, assume Exhibit A represents the total gross budget. Based on historical and anticipated spend the College expects to spend approximately \$395k annually. All final budget considerations are made by Harper staff. Harper staff works with the agency experts to determine final allocations. If discounted pricing is to be passed on the College based on the higher gross budget please identify that information in your proposal submission.

72. To confirm, Harper can handle 99% of digital creative development so in Exhibit A, this can be kept blank? At our agency we don't see SEM ad copy writing as "Creative Development". Trying to figure out what copy Harper cannot develop that should be included here. Can you shed some light on that?

**Response:** In general, Harper develops creative. In extremely limited circumstances, if Harper needs creative e.g. display ads, we will look to the agency to assist. Per the instructions in Exhibit A provide your hourly fees for creative development.

73. Please define the ultimate/primary goal Harper College is evaluating when measuring a successful agency digital marketing strategy. (i.e. is audience reach and awareness prioritized more than driving leads/inquiries/applications – is it vice versa, or are they equal? Please elaborate)

**Response:** Harper College focuses on high school students and their parents, adults looking to return to college, Veterans, Businesses interested in training their workforce, people interested in earning college credit during the summer. The metrics vary by campaign. These KPIs include, but are not limited to, time on site, RSVPs to events, inquiry forms, applications completed, registrations, newsletter subscriptions, social shares, etc.

74. If the ultimate goal is conversion-based, what level in the enrollment process is the agency held accountable for, and capable of, impacting? Ex: Agency responsible for inquiries, starts, etc.

**Response:** Depending on campaign, conversions are evaluated at many stages e.g. interest to attend info session, info session to application and application to enrollment. Depending on audience and time of year, the enrollment funnel goals shift. Depth of tracking also varies by audience. At times we track to the level of "RSVP for info session" and other times we track to "clicked on ad and mobile device visited campus."

75. What systems and processes, if any, are currently in place to track conversions from lead/inquiry to actual enrollment? Are these passed along to each agency during the partnership?

**Response:** Our current capacity is very limited and time intensive. We have run "clicked ad to visited campus" geofence campaigns. Information is shared with the agency.

76. Is Harper using any tracking that follows a potential student through the lead-to-start process that ties each student start back to a marketing channel?

**Response:** We can track channels through "application completed."

77. Harper offers a diversity of education, credit, non-credit, professional development/training, adult and community continuing education. Is the goal of the digital campaigns to support all of these programs, or just a segment?

**Response:** This focus in on the credit programming.

78. Along those lines – Harper supports several student profiles. Can you confirm that during this partnership the selected agency will be required to manage a series of small campaign budgets specifically targeting these various student profiles (and potentially parent profiles)? Who determines this? Is this done on an ad hoc basis or will it be planned before the partnership begins?  
**Response:** Yes, see previous answers for target audiences. Harper determines target profiles. Primary target audiences have been defined. At times, ad hoc campaigns may be needed for niche markets.
79. What CRM system do you use to track leads?  
**Response:** None.
80. On pg. 21 of the RFP, where it says "RECEIPT OF ADDENDA". What does this mean? What Addendum number(s) do we use here?  
**Response:** Please review section B.21 for the definition and how they are issued. Utilize the form on page 21 to acknowledge the receipt of any addenda issued by the college.
81. How many return envelopes do we need to provide in our one master envelope (with all of the paperwork).  
**Response:** Two (2) envelopes are required. One envelope with 4 copies, and 1 original copy marked "original". The other envelope marked "pricing" will contain two (2) copies of any pricing information.
82. Is a weekly call with an account person an absolute necessity throughout this one year engagement?  
**Response:** Yes. Weekly calls are mandatory throughout the entire contract.
83. Please fill in the blank in your own words at the end of the following italicized sentence. (FYI: "Agency X" refers to whatever agency is selected in this RFP process) – *Harper College will consider our partnership with "Agency X" an overwhelming success if*  
\_\_\_\_\_  
**Response:** Harper goals are achieved.
84. **Regarding the response requirements:** "expertise of developing and executing cost efficient digital media plans for the Northwest Chicago Demographic Marketing Area" can you please advise:
- a. Is there is a preference to work with a Chicago based vendor, or Illinois based vendor for this contract? Or, will out-of-state vendors be considered?  
**Response:** The College will evaluate any proposals received and will select a vendor it determines demonstrates they will best meet our needs based on the evaluation criteria outlined in the RFP.
- b. Will vendors without direct media experience in the Northwest Chicago market be considered? What if they have similar and relevant media experience in other markets? E.g., direct experience "to perform fully the contract requirements similar capacity for other Colleges or organizations"  
**Response:** The College will select a vendor it determines demonstrates they will best meet our needs based on the evaluation criteria outlined in the RFP.

85. **Regarding the Business Enterprise Program (BEP):** Utilization goal 20%. Can an out-of-state certified woman/minority owned business be utilized to fulfil this utilization goal? Or, must an Illinois based BEP vendor be contracted to meet this criteria?  
**Response:** The BEP utilization goal of 20% is an aspirational goal. If you are utilizing a firm that is certified through a different agency, please encourage them to become certified through the BEP as outlined on the BEP web-site. If you are unable to meet the goal in whole or in part, please request a waiver as outlined in the BEP participation and utilization plan document attached to the RFP.
86. Will campaigns primarily support branding or lead acquisition for the College's programs?  
**Response:** Depending on the campaign, it could vary between branded content and lead generation. Currently, we focus mostly on lead/goal completion.
87. What CRM do you use for managing leads or prospects generated through digital advertising?  
**Response:** We use an internal database system, not a CRM system.
88. Can you describe how the digital agency will collaborate with the internal media team? Who will the agency work with on a regular basis?  
**Response:** The agency will primarily work with the Senior Marketing Specialist and Marketing Specialist.
89. Will internal staff also be responsible for buying and managing digital media?  
**Response:** At times, internal team may purchase digital media outside of this budget.
90. Do you currently work with an agency to support these services? If yes, who is the agency and have they been invited to bid?  
**Response:** MoreVisibility. Yes, they have been invited.
91. What are two top challenges you have with digital advertising and/or recruitment marketing overall that you hope the agency can contribute strategy to?  
**Response:** Maintaining real time expert knowledge of new channels/formats/algorithms/analytics and maintaining regular adjustments to campaigns based on performance.
92. What email platform do you use for managing prospect communications?  
**Response:** Exact Target/SalesForce
93. Do you have an internal social media team or manager who will manage organic content and engagement?  
**Response:** Yes.
94. For invoicing requirements, how should the agency propose an alternative for the required "10<sup>th</sup> of an hour" documentation? Also, can you describe the typical detail that has been provided by agencies who comply with this level of documentation?  
**Response:** Add a page in your proposal submissions that lists exceptions to the RFP requirements.
95. Do the digital advertising expenditures, "+/- \$395,000", include net media and agency fees?  
**Response:** This budget is inclusive of all agency fees.

96. The RFP states that "The College uses an external marketing agency for support to provide significant added value for relatively minimal cost investment." What is this assessment of cost relative to? Do you have a specific % of media spend that you consider minimal?

**Response:** The support we expect is outlined in the RFP. We expect to spend the budget currently outlined in RFP.

97. Will this contract start with the planning of media in March 2018 or will the agency also take over the management of existing campaigns?

**Response:** The agency will manage current campaigns and provide all services the day after the board approves the contract.

98. Under other considerations, you state that "The firm must have an in-depth knowledge of Harper's district area as well as the community college system." By "the community college system" do you mean Harper College specifically or community colleges in general?

**Response:** The agency should demonstrate that they have an understanding of Community College clients, preferably in Illinois. The agency must understand the value the College provides to its community, stakeholders, and students. More info can be found at <http://goforward.harpercollege.edu/about/leadership/planning/factbook.php> and at [http://goforward.harpercollege.edu/about/leadership/planning/college\\_plan/index.php](http://goforward.harpercollege.edu/about/leadership/planning/college_plan/index.php)

99. In the Capability/Need chart on page 17 (Section 2) of the RFP it says the following:  
Please note if your agency can link Google AdWords account to Harper's Google Analytics account. Will you please confirm that you are looking to link your Google Analytics and AdWords accounts in order to import Google Analytics goals into AdWords?

**Response:** Yes.

Aaron Thompson  
Purchasing Specialist  
[Purchasing@harpercollege.edu](mailto:Purchasing@harpercollege.edu).