

**Request for Proposal Q01097
Mass Media Buying Agency
Addendum #1
March 15, 2023**

All changes to the Request for Proposal (RFP) are valid only if they are issued by written addendum. Each respondent must acknowledge receipt of any addenda in their proposal submission. Each respondent, by acknowledging receipt of any addenda, is responsible for the contents of the addenda and any changes to the proposal therein. Failure to acknowledge receipt of any addenda may cause the proposal to be rejected. 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 and amendments:

1. Several questions were submitted requesting a virtual pre-submission meeting. The meeting was held in person only.

This addendum consists of the following questions received:

1. What interested you most when deciding to include us in the RFP process? Are you interested in incorporating influencer-led content into your media mix this year or in the future?
Response: The RFP process is open to all. We are interested in influencer marketing if it is a strategically advantageous solution that fits with our focused geographic market.
2. Who are your primary competitors? (Other colleges, universities, or training providers, that is)
Response: Harper offers a variety of programs that deliver education, training and support services to our community, residents and the area workforce. Competitors range widely based on the program. For example, four-year universities recruit students interested in a bachelor's degree. Training companies offer corporate training for area workers. Park districts and local schools offer personal enrichment programs.
3. Page 12, Section C.05.2 – Is the itemizing by person applicable if we are compensated on a fee basis or a commission structure?
Response: Since this is not an hourly contract, itemization is not applicable for this contract.
4. Page 14, Section B – The RFP notes – select media buying is done in-house. Is the \$100K-\$200K media budget going to be handled by the selected agency or will the outside agency be used only when needed by project?
Response: The estimated budget in the RFP would be handled by the selected agency.
5. Our team has compared calendars, and unfortunately, we're not able to attend the in-person meeting on Wednesday, March 8. While we're disappointed in this, I hope it won't hinder our agency's consideration?
Response: Attendance at pre-proposal conference was not mandatory.
6. When would the awarded agency begin actively managing campaigns?
Response: Our current timeline estimates that there will be two months (September/October) for onboarding/planning with the awarded agency. It is estimated that all media running through October 31, 2023 will be placed by the current agency and all media running in November 2023 would be placed with the awarded agency.

7. Will this contract start with the planning of media in August 2023, or will the agency also take over the management of existing campaigns?
Response: See response to #6.
8. Is there an incumbent agency under current contract?
Response: Yes.
9. If there is one, is the incumbent agency participating in this RFP?
Response: This RFP is open to the public and to all agencies who would like to participate.
10. Which campaigns will be running during the transitioning period?
Response: This period isn't usually a heavy traditional media period, however, we may be running a campaign, if necessary.
11. What campaign obligations or contracts need to be honored and/or fulfilled during the first year of the contract?
Response: We anticipate that we will be able to discuss this in greater detail with the awarded agency.
12. Do you have an internal social media team or manager who will manage organic content and engagement?
Response: Yes.
13. Are there any other media channels being handled by another agency? If yes, which agency(ies)?
Response: Harper College currently has the following RFP Q01098 open for the selection of an agency to fulfill our requirement for digital media:
https://www.harpercollege.edu/about/directory/accounting/pdf/Q01098_digital_media.pdf
14. Please describe how the awarded agency will collaborate with the internal Harper team. Who will the agency work with on a regular basis?
Response: Agency will work directly with Marketing Department staff, primarily Marketing Specialists, Digital Content Specialist, Web Team Manager, Associate Director of Marketing and the Director of Marketing.
15. Please describe how the awarded agency will collaborate with any external teams or other agencies they will be asked to work with?
Response: Any associated or collaborative partnership will be coordinated by the Harper marketing staff.
16. Will internal staff also be responsible for buying and managing media at times?
Response: See #6.
17. What are the top 2-3 challenges you have with traditional advertising and/or recruitment marketing overall that you hope the awarded agency can contribute strategy towards solving?
Response: Developing tracking mechanisms for mass media. Coordinating a multi-faceted mar/com plan that meets the individual needs of prospects in an ever-evolving, personalized marketing landscape.

18. Can you share a high-level demographic profile of your prospective students?
Response: *We invite you to review the About Harper College section of the website at <https://www.harpercollege.edu/about/index.php>, specifically the Planning at Harper College section and https://www.harpercollege.edu/leadership/planning/college_plan/pdf/college-plan-2022-2023.pdf and https://www.harpercollege.edu/leadership/planning/college_plan/pdf/strategic-plan-fy2023.pdf*
19. What are the top 3 questions that prospective students ask?
Response: The top 3 questions asked by prospective students are:
- What is the cost?
 - What financial/scholarship options are available?
 - How and when are classes offered?
20. What are potential students' perceived barriers to enrollment?
Response: *Finances, time and academic preparedness*
21. What makes your institution attractive to potential enrollees?
Response: *The points of differentiation vary by program. Overall, Harper College is a student-centered college focused on student success. Each program delivers different benefits that might include these examples: accreditation, delivery methodology (100% online), or transfer course alignment with the Illinois Articulation Initiative (IAI).*
22. What are the most popular courses/areas of study?
Response: *While the college offers many types of programming, our credit programs focus on two pathways to success: general education courses designed to transfer to a four-year university or career programs (stackable certificate and degree options) designed to prepare students for immediate employment. Popular courses differ based on student goals and areas of study.*
23. Are there specific geographic considerations or specific areas you are looking to target?
Response: *Please refer to https://www.harpercollege.edu/leadership/planning/college_plan/pdf/college-plan-2022-2023.pdf for district map. A small number of programs are marketed out of our district.*
24. Who are your top 3-5 competitors and how does their market-share compare to yours?
Response: *Please see #2.*
25. What advantages do you have over your competition? What differentiates you?
Response: *Please see #24.*
26. You mentioned using broadcast TV, cable, radio, out-of-home, and print marketing channels in the past. Can you be more specific about which of these channels have been used in the last 12 months?
Response: *We have run on Chicago DMA local radio, broadcast TV and local outdoor in the last 12 months.*
27. Has Direct Mail been used or considered?
Response: *Yes. The college uses district-wide and niche direct mail as an important part of our overall communication plan.*

28. You mentioned the annual marketing budget is \$140,000. Does that include creative, production, and agency services, or is it media only?
Response: The estimated budget is approximately \$100,000 to \$200,000 for mass media. A specific dollar amount of \$140,000 was given in the pricing form, so you can demonstrate your pricing structure. Since the media plan depends on college goals which may shift, the actual final media dollars spent may range between \$100,000 and \$200,000.
29. What % are you converting from lead to enrollment?
Response: That number changes based on the semester, market, program and how one defines a lead. We can share specific information with the selected agency.
30. We have seen average inquiry-to-enrollment timeframes up to 9 months. How does that compare to Harper College's typical timeframe?
Response: Depending on the audience (B2B, adult, first-time-in-college, limited enrollment student, etc.), a 9-month time to enrollment could be expected. However, there are also a large number of prospects who inquire and enroll within an extremely short period of time, depending on personal circumstances. Some audiences, such as the adult market, may take up to two years to enroll.
31. How will you be posting questions?
Response: Via a written addendum
32. Is the traditional mass media budget range of \$100,000 - \$200,000 inclusive of agency fees?
Response: Yes.
33. Is the traditional mass media budget range of \$100,000 - \$200,000 to be split/shared by Harper's Marketing Department as well as the selected external agency partner?
Response: The estimated budget is for the mass media agency only.
34. Are you able to expand on the range/extent of the select media buying executed by Harper's Marketing Department?
Response: See #6 and #29.
35. Are you able to share who Harper College's competitors are?
Response: See #2.
36. Is there an incumbent agency for this work?
Response: Yes.
37. Is there any preference for an in-state agency?
Response: No.
38. Are there any target audiences that you have struggled to reach in the past that bidders should be mindful of?
Response: See #21. Additionally, top markets are defined as first-time in college (high school) and adults.
39. Do you consider Streaming Audio to be part of traditional mass media planning/buying?
Response: Streaming audio is considered primarily part of the digital campaign.

40. What has been the biggest barrier(s) to achieving your goals as it relates to marketing?
Response: Harper College would like to increase the ability to tie actions/results to more of our marketing efforts. Finding the right frequency to ensure that our messaging/offer is hitting at the right time during what could be a long communication cycle.
41. What does a "successful" agency partnership look like to you?
Response: Among other attributes, a successful agency brings a:
- high level of specific expertise in media options, negotiation, planning and buying.**
 - deep knowledge of the Chicago DMA mass media market options, seasonal pricing, rankings, opportunities for cost-efficient buys**
 - regular and expedient communications**
 - commitment to achieving our mission**
42. Will the College give preference to Illinois-based companies?
Response: No.
43. Does the College have an incumbent or preferred vendor in mind for this project? What is prompting this search for a new supplier?
Response: A contract will be awarded to the vendor the College determines best meets the evaluation criteria established in the RFP. The current contract is going to expire this year.
44. What is your traditional media incumbent's commission rate?
Response: Harper College will not respond to this question in this forum.
45. What do you feel are your incumbent's strengths and weaknesses?
Response: Harper College will not respond to this question in this forum.
46. What is the agency fee budget/is there a not-to-exceed budget for agency fees of the stated \$707k budget for digital media?
Response: Digital Media is out of scope for this solicitation. Visit the College website if you wish to submit a proposal for Digital Media.
https://www.harpercollege.edu/about/directory/accounting/pdf/Q01098_digital_media.pdf
47. Does the College need a campaign concept (i.e. a guiding "Big Idea" for its campaign)? Or would we be taking over existing big ideas and creative from either the incumbent or your internal marketing team?
Response: The College recently launched its "Find it" campaign and plans to use that theme for the next three years.
48. Besides the Chicago DMA, what other target markets are your priority?
Response: The primary market is Harper's district which is located in the Chicago DMA. We test-market selected programs in other geographic areas.
49. The College asks for Powerpoint decks. Is Google Slides OK? Does the College work in Google Suites at all?
Response: For proposal submission instruction, you will need to provide us (2) Hard Copies, one marked "Original" along with a flash drive, and (2) copies of the Pricing in a separate envelope. If you are invited to the campus for an interview, we will provide more instruction.

50. If a business is women and minority owned, but has been in business two full years and is working toward the proper certification, will that still count toward the WBE/MBE goals?

Response: No, only MBE/WBE certified by the Department of Central Manager services count toward the goal

51. Are you able to share competitors to Harper College? I know we aren't getting into full planning for the proposal but thought we should check as we might pull an example of competitive data info using one if you are able to share. If not, no problem! We will just show what the tool can use with a different example.

Response: See #24 and #2.

52. First, regarding the target group, can you confirm whether it is only for US Hispanics or if we need to consider other languages/ethnicities in the plan?

Response: Harper's demographic market is constantly changing. As a community college we work to reflect the residents of our district.

53. Second, we found two different scenarios in the RFP document regarding the budget. The scope of work mentions a traditional mass media budget of approximately \$100,000 to \$200,000 for a fiscal year. However, in the pricing proposal, you assume a gross budget of \$140,000 for FY 2023. Could you please confirm the final budget for the proposal?

Response: The estimated budget is approximately \$100,000 to \$200,000 for mass media. A specific dollar amount was given so you can demonstrate your pricing structure. Since the media plan depends on college goals which may shift, the actual final media dollars spent may range.

Sincerely,
Karen McCoy
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