

**RFP 14-1617
Advertising Campaign
Addendum #1 – Q & A**

May 24, 2017

This document addresses answers to questions that were submitted in regards to the RFP 14-1617 for the Mohave Community College Advertising Campaign.

1. Is there a budget that vendors should be prepared to work within, at least for the sake of a proposal?
A: \$150,000.00, which includes agency fees.
2. Who are you currently working with that is assisting you with your media buying/marketing needs?
A: This is all currently handled in house.
3. Because of proximity, will GoToMeeting be sufficient or is MCC expecting their marketing partner to meet in person?
A: Yes, GoToMeeting or other technology would be sufficient.
4. For some reason the link, <http://www.mohave.edu/about/institutional-information> is not working. Do you have an updated link, or do you have any information on your current enrollment trends?
A: Might try again. It appears to be working on this end.
5. Are you currently working with an agency for your traditional and/or digital media placements (besides AdWords), or have you in the past? If so, could you provide us with a copy of the winning proposal from the last RFP process?
A: No. It is all handled in house with the exception of AdWord.
6. Are you looking for spec creative executions for MCC, or just samples of past work for our clients?
A: Samples of past work is fine.
7. Do you manage your social media in-house? If not, are you looking for the agency to provide those services?
A: Social media is handled in house. The ad buys would be handled by an agency. General info posts would be done in house also.
8. What KPI's (Key Performance Indicators) will you be using for your advertising campaigns and/or what KPI's have you used in the past? (Clicks, Form fill-outs, phone calls, applications, etc.)

- A: MCC monitors clicks to landing pages for each campaign, along with calls to our call center and we will do surveys of current students.
9. Can you provide evaluation criteria for how the proposals will be scored/rated?
- A: There is currently no rubric for the scoring of this proposal.
10. Page 5 references various ad spends that are no longer active, since there was no way to track ROI. Were you able to track ROI on Radio and TV? If so, how?
- A: Ads directed to specific landing pages and phone numbers.
11. Page 6 states that the provider must carry liability insurance “in the amount of \$1,000,000 listing the College as additional insured.” Does this only apply once a vendor has been selected, or are you requesting that vendors acquire that additional insurance prior to submitting a proposal?
- A: This insurance applies only once an award has been made to the vendor.
12. Does footage already exist for a TV campaign, or is it expected that the vendor will coordinate an on-site shoot for new footage?
- A: Footage exists and the marketing & Public Information staff will write and edit the commercials.
13. Pages 10 – 13 are blank. Just confirming that there are no other pages past page 9. For some reason the PDF is producing those blank pages.
- A: Pages 10 -13 are blank and there is no additional information past page 9.
14. Is there an incumbent firm, or is the MPIO currently creating and placing the TV, radio, newspaper and digital ads?
- A: Currently, all buys and ads are created and placed by in house staff.
15. Can you release the name of your Google partner?
- A: Not at this time.
16. Do you require on-site meetings, or are you open to working with an out-of-state firm via conference calls and/or Skype?
- A: Video conference calls are sufficient.
17. Regarding references, we have extensive work with corporate and public affairs clients, but have not worked with any community colleges (although our in-house polling firm has done survey work for a community college). Does this disqualify us? If not, will you be giving more "weight" to those firms that have such experience?
- A: Yes, that would qualify you.