



PRINCE GEORGE'S COMMUNITY COLLEGE

DATE: December 12, 2022

TO: All Prospective Proposers

FROM: Christopher McDonald
Procurement Officer, Office of Procurement
301-546-0682

**RE: Addendum 3, 23-09 AGENCY OF RECORD-BRAND DEVELOPMENT
ENROLLMENT CAMPAIGN SERVICES**

The following amends the above referenced Solicitation documents. Receipt of this addendum is to be acknowledged by completing the enclosed "Acknowledgement of Receipt of Addenda Form" and including it in the Proposal.

1. Questions and Responses. Attached to this Addendum 3 is the Questions and Response Log. The Questions and Response Log contains all of the questions received. The last day for questions was November 18, 2022 10:00 AM ET.

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM

SOL. NO.: 23-09

TECHNICAL AND FEE PROPOSAL DUE DATE:

December 16, 2022 at 4:00 PM ET

**SOL. FOR: RFP #23-09 AGENCY OF RECORD-BRAND DEVELOPMENT
ENROLLMENT CAMPAIGN SERVICES**

NAME OF PROPOSER: _____

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

The undersigned, hereby acknowledges the receipt of the following addenda:

Addendum No. 1 dated 11-22-2022

Addendum No. 2 dated 12-6-2022

Addendum No. 3 dated 12-12-2022

Addendum No. dated

Addendum No. dated

As stated in the Solicitation documents, this form is included in our Proposal.

Signature

Name Printed

Title

Date

1	Should the MBE Schedule be included in the technical proposal or the cost proposal? I'm asking because the total contract amount must be entered on the MBE schedule.	The MBE schedule must be included in the Technical Proposal.
2	What is the annual media budget for this effort?	The advertising budget has ranged between \$480,000.00 - \$1,200,000.00 over the years.
3	Does other similar experience with community colleges count towards your preference for previous experience with PGCC?	Yes.
4	Should we put N/A in the MBE participation schedule since we're not supposed to include a dollar amount in the Technical Proposal?	Only put N/A if you do not intend to have MBE participation. If you do have participation, please include the percentage of the contract value that the MBE is intended to fulfill.
5	How do you define success? So we may suggest a budget to it?	<p>Increased enrollment by 15-20%. Specific outcomes and metrics are listed in the amended RFP details.</p> <p>Outcomes PGCC has a recognizable, respected brand presence and reputation for achieving excellent outcomes. Actual FY22 76% Target FY25 82%</p> <p>Increase in NPS (net promoter score) and brand sentiment.</p> <p>Indicator 1 PGCC has a positive reputation for academic quality. Actual FY22 77% Target FY25 82%</p> <p>Indicator 2 Likelihood of community members to apply to a degree program at PGCC. Actual FY22 31% Target FY25 36%</p> <p>Indicator 3 Likelihood of community members to take non-degree courses at PGCC. Actual FY22 37% Target FY25 42%</p>
6	Hi!!Will PGCC consider any BID's without experience working with Adult Education?	No.

7	Minimum qualifications state the vendor must have national education experience. Could you please clarify what qualifies as national education experience?	Successful campaigns in multiple regions of the United States. These regions should be diverse. For example, a vendor will have experience with Colleges from the East Coast, West Coast, and Central region of the U.S.
8	What CRM system does PGCC use for enrollment purposes, and does it expect the selected vendor to be able to integrate with that system for the purposes of recruitment / enrollment marketing?	Ellucian CRM Recruit. Not required. Ability to integrate would be a plus.
9	Is there an incumbent agency who currently handles all of the PGCC marketing efforts?	No.
10	It mentions national experience being important? Will portions of the campaigns scale nationally? What is the primary geography you draw students?	No. The campaigns will be limited to Prince George's County and the bordering Washington D.C., Maryland, Virginia areas.
11	Could you speak about the current enrollment support staff/admission counselors that PGCC has in place?	4 traditional recruiters 11 special population recruiters
12	Are you sharing the KPI baselines?	See Addendum # 1
13	Britt's Industries is certified with PG Co and MDOT as an MBE and would like to offer our printing and graphic design services to any Prime that is bidding. contact@wosbprinting.com - Elizabeth Britt	Not a question.
14	Epstein Creative is available to be an MBE subcontractor on this project. We are currently working with Prince George's County on a youth initiative. www.epsteincreative.com, shelley@epsteincreative.com	Not a question.
15	Is redesign of the PGCC website on the table? The RFP specifies developing new brand collateral but not the website.	Not a redesign in the traditional sense, but a refresh of the look and feel to align with new marketing creative is certainly welcome.
16	Hi All! The Boss Blueprint Agency is a communications firm and MBE. We would like to support any prime that is bidding in the areas of brand strategy and digital marketing (especially social media). I look forward to working with you all. You can contact us here : admin@thebossblueprint.co www.thebossblueprint.co https://www.linkedin.com/in/gabriellapayne/	Not a question.
17	Is overall identity on the table?	Yes.
18	Can you provide us with enrollment figures for the past few years? Do you have rolling enrollment?	Total Headcount (credit) Fall 2020 – 11,359 Fall 2021 – 10,602

		Fall 2022 – 10,276 Yes.
19	Was an organization hired to capture the baseline survey data? How was that data captured?	Yes. Hanover collected data via survey.
20	Hi All, Drio https://drioduo.com/ is a certified MBE for the state of MD and we are available to subcontract on website and Digital marketing services.	Not a question.
21	Does PGCC have the ability to market through PGCC's LMS (e.g. I believe PGCC is on Blackboard). We'd like to consider it when communicating to current students and prospective students in the outreach portion.	Yes, PGCC uses Canvas. Further conversation and discovery with the Canvas team would need to occur to confirm specific capabilities.
22	Thank you feel free to contact RJ Millennial Branding as a sub as well. Graphic DesignsDigital Marketing- SEOCopywritingMBE/DBE/SBE- MDOTinfo@rjmillennialbranding.com443-310-2902	Not a question.
23	How long is the contract period?	Multi-year (3) 12-month contract terms.
24	Mandatories state the vendor must be a multicultural and diversity-based agency. Can you confirm if this is in fact a mandatory requirement or a preference?	Mandatory.
25	How many firms are in receipt of this RFP?	
26	Who was the agency that conducted the baseline surveys?	Hanover Research.
27	The RFP mentions that PGCC may hire multiple vendors for this bid. Is that true?	Yes, if needed.
28	How many companies will you award this contract to? Up to?	There is an opportunity to award it to multiple.
29	Will you count the MBEs towards the diversity goal?	Yes.
30	Is your preference that the selected agency be able to provide both English and Spanish language versions of collateral and campaign materials?	Yes.
31	How many people will have input on choosing a provider and who are they?	TBD
32	Hello! Thank you for the invitation. Danielle Jefferson Project Manager All Things Creative We build communications strategy that reaches, teaches & transforms MDOT MBE/DBE/SBE Certification danielle@atcr8v.com https://atcr8v.com 240.292.1692	Not a question.

33	Can you share any specific market research, demographics, etc., on specific priority populations within the identified customer audiences?	Age 21 – 65. The vendor is expected to research, refine, and identify this data. Data is also available through multiple agencies online. https://datausa.io/profile/geo/prince-georges-county-md
34	What is the primary goal and desired result for your marketing strategies? (e.g., brand awareness, conversion, customer education, and more)?	Increase enrollment/conversion, awareness, and reputation. See Metrics and KPIs section.
35	What does success look like for PGCC?	See metrics and KPIs section.
36	What is the anticipated annual paid media budget and mix of channels?	The advertising budget has ranged between \$480,000.00 - \$1,200,000.00 over the years. Channels include digital, OTT, Streaming, radio, TV, Motor Vehicle Administration, National Harbor, Outdoor, public transit, and in-home.
37	Will we use the current brand or create a new one?	Open to recommendations. Primary constraint is total resource required for a full rebrand.
38	If required to use the current brand, can we "evolve" or update the current brand?	Yes.
39	Can you share more about measurable goals that you are hoping to achieve through the implementation of this AOR contract? How many recruitment campaigns per year? Is the campaign more focused on education and awareness?	See Metrics and KPIs section. We are open to recommendations on total quantity of campaigns per year. We typically conduct 2 to 3 (Fall, Spring, Summer). The campaigns should focus on increasing brand reputation, awareness, and impact overall enrollment numbers for both credit and non-credit.
40	What has been completed in the past for this scope of work?	Samples of previous creative will be shared with selected vendor.
41	What has worked and not worked in the past for this scope of work?	N/A
42	What will the agency be completing compared to the PGCC team?	Everything. The PGCC team will only be available to provide general guidance and approvals.
43	Is there an incumbent to this work?	No.
44	Is there an expected project start date?	No. As soon as possible.
45	Can PGCC quantify the deliverables in each of the areas of phase 3? For example, how many concepts for the Global Brand Campaign and	3 – 4 concepts.

	<p>how many multi-media campaign materials for the Enrollment Campaign?</p> <p>*Reference page 11 - Deliverables, where assets are referenced but not quantified</p>	<p>Due to the diverse nature of PGCC's offerings, this could range anywhere from 15 – 20 custom pieces. We are looking to receive a recommendation from the vendor after a full discovery has been conducted.</p>
46	<p>What is the annual media budget for this effort?</p>	<p>The advertising budget has ranged between \$480,000.00 - \$1,200,000.00 over the years.</p>
47	<p>Is the COI required for submission or can it be provided upon award?</p>	<p>COI documentation is required upon submission.</p>
48	<p>Who was the agency who conducted the initial student surveys?</p>	<p>Hanover Research.</p>
49	<p>How many personas do you anticipate/require? For the section related to persona assessment and assessing existing personas, how many personas currently exist or has PGCC identified and used in prior efforts?</p>	<p>Six (6). However, we expect the vendor to assess and recommend.</p>
50	<p>It is extraordinarily difficult for any agency to offer price/budget suggestions without more information, such as budget or expected lift in enrollment (maintaining the previous year's numbers or needing a 20% lift to simply maintain your current P&L would require two very different strategic approaches). And, it also may be difficult for you to choose a good match for your needs without offering agencies more information so agencies can react appropriately.</p>	<p>Increase enrollment by 15-20%. Specific outcomes and metrics are listed in the amended RFP.</p> <p>Total Headcount (credit) Fall 2020 – 11,359 Fall 2021 – 10,602 Fall 2022 – 10,276</p> <p>Outcomes PGCC has a recognizable, respected brand presence and reputation for achieving excellent outcomes. Actual FY22 76% Target FY25 82%</p> <p>Increase in NPS (net promoter score) and brand sentiment.</p> <p>Indicator 1 PGCC has a positive reputation for academic quality. Actual FY22 77% Target FY25 82%</p> <p>Indicator 2 Likelihood of community members to apply to a degree program at PGCC. Actual FY22 31% Target FY25 36%</p>

		<p>Indicator 3 Likelihood of community members to take non-degree courses at PGCC. Actual FY22 37% Target FY25 42%</p>
51	<p>Given this is a five month turnaround, to include research, it requires more staffing up front than it would likely require throughout the rest of the year. Which brings up just one additional question: Would you consider a retainer arrangement that can accommodate a higher staff allocation in the first six months? Currently, our clients pay a minimum retainer of \$15K/month. Your list of deliverables would likely be in the \$40 - \$50K/month range for those first six months simply because of the speed that rebranding must happen from a staffing perspective. Is that completely out of the question or what you might have been expecting? Likely we could significantly reduce the retainer in June and moving forward, perhaps even below our \$15K minimum. Our retainer rate is blended at \$200/hour; project rates vary.</p>	<p>Going back to the vendor on the questions highlighted in red to see if they want the questions answered or removed from the Q&A Addendum.</p>
52	<p>We know you are sharing all questions and responses at some point, beyond the Zoom call. We respectfully ask that you NOT share this Merit question. We ask it so we don't each pursue a relationship that just won't make sense for either of us.</p>	<p>Going back to the vendor on the questions highlighted in red to see if they want the questions answered or removed from the Q&A Addendum.</p>
53	<p>Related to audience research, for a consistent evaluation of offerors can you provide a specific number of surveys and focus group sessions required and/or expected?</p>	<p>Three focus groups and 3 surveys. We are also open to vendor recommendations based on the identified targets.</p>
54	<p>What is the budget allocated for this support? Is a paid media budget inclusive or in addition to this budget, and if so, what is this budget?</p>	<p>The advertising budget has ranged between \$480,000.00 - \$1,200,000.00 over the years. Channels include digital, OTT, Streaming, radio, TV, Motor Vehicle Administration, National Harbor, Outdoor, public transit, and in-home. The vendor will be expected to manage this budget and the media buying. The expense of the vendor is separate.</p>
55	<p>How does PGCC expect this work to impact the strategic plan?</p>	<p>Increase enrollment by 15-20%. Specific outcomes and metrics are listed in the amended RFP.</p>

		<p>Total Headcount (credit) Fall 2020 – 11,359 Fall 2021 – 10,602 Fall 2022 – 10,276</p> <p>Outcomes PGCC has a recognizable, respected brand presence and reputation for achieving excellent outcomes. Actual FY22 76% Target FY25 82%</p>
56	We understand that PGCC wants to use this work to elevate perceptions at the college, but how does the college plan to “live the brand” on campus in terms of service to impact enrollment?	By developing a brand ambassador program and by embedding it into the culture.
57	The process for a full brand and campaign roll out typically takes 9-12 months for full implementation, would PGCC be willing to reconsider their project completion date of May 2023 or what deliverables is PGCC hoping will be complete in May 2023?	<p>PGCC would like the research, discovery, and a proposed strategy and plan by May. We are open to launching the campaign in July 2023 just in time to increase fall enrollment numbers.</p> <p>The campaign deliverables should be launched and live by 8/31/24.</p>
58	Who are the key community audiences PGCC hopes to gain insight from in this process?	<p>Residents of Prince George’s County (age 21 – 65). Parents/Adult Learners Professionals seeking career advancement High schools Religious organizations Seniors</p>
59	RFP, Page 10, Phase 4, Part A – “Media planning and buying to align with Phase 1 and 2 outcomes” QUESTION: Should our cost proposal include pricing to make media buys, which will increase the budget? In other words, are we only planning the media strategy or are we to do both – plan media and buy media? Please clarify. Thanks a million.	Yes, both. Please include the cost of planning and buying media.
60	Can you provide a budget and if not, can you provide a budget range? The budget will affect the scope of work outlined in the RFP, so it is important that we have some type of amount. Additionally, you request a detailed Budget broken down by the phases of the	<p>The advertising budget has ranged between \$480,000.00 - \$1,200,000.00 over the years.</p> <p>The vendor should include the cost of media planning and buying in their overall</p>

	project; this would be more relevant if an overall budget was provided.	cost. This can range from \$480,000.00 to \$1,700,000.00
61	Can you confirm if you are already working with a company that has done a brand reputation survey for PGCC? Will the selected agency be required to create the brand reputation survey and serve it to existing and prospective students in order to have a pre-awareness/brand reputation starting point?	No. We are open to it being sub contracted out by the vendor. PGCC used Hanover Research for the most recent reputation survey.
62	Are there other KPIs that will indicate success in the marketing plan, such as enrollment increases? If so, what is the desired bump in enrollment?	Answered in Addendum 1. Please review the Addendum on PGCC's Procurement Website: https://www.pgcc.edu/community/doing-business-with-pgcc/procurement/request-for-bids/
63	I work with the Aquiline Group, a multicultural marketing firm in DC, and I wanted to ask about the mandatory "must have ... specific marketing experience with PGCC" listed in RFP 23-09. Is this accurate?	Yes. Previous experience and engagement is preferred.
64	The RFP mentions national experience is important. Will parts of the campaign scale nationally? What is the primary geography you draw students from?	None. Primary geography is Prince George's County and bordering Maryland, Virginia, and Washington D.C.
65	Can you provide us with enrollment figures for the past few years? Do you have rolling enrollment?	Answered in Addendum 1. Please review the Addendum on PGCC's Procurement Website: https://www.pgcc.edu/community/doing-business-with-pgcc/procurement/request-for-bids/
66	How long is the contract period?	12-month term renewable for 3 years.
67	On pg. 11 of the RFP, one of the mandatory requirements reads "Must have ... specific marketing experience with PGCC." Is that accurate, meaning agencies that have not previously worked with PGCC will not be considered?	Yes. Previous experience and engagement is preferred.
68	Is there an annual budget for these services?	Yes.
69	What CRM does PGCC use for enrollment, and would the selected vendor be able to integrate with your system for the purposes of recruitment marketing?	Ellucian CRM Recruit. Yes.
70	Can we include the media budget in the technical proposal or should those numbers be in the cost proposal? It seemed like there was a desire to see a proposed media budget, but since that's not really a fee-for-service situation, I wasn't sure where the media spend recommendation should go.	Yes. The media budget should be included in the overall proposal, but listed as separate line items/investments.

