Addendum # 1

The University has received the following questions from vendors. The corresponding department has provided answers for the questions provided within the allocated time to respond. The questions and answers should be considered incorporated as part of this Request for Proposals. Please see below:

1. **Question:** Does the University currently have a structured social media marketing program in place? If so, is it administered by the University or by an outside vendor? If you do have a program in place, what are the primary program goals, objectives and focus? And, can you share a current budget?
   
   **Answer:** The social media marketing program has been handled in-house, but nothing structured has been in place. This summer, we engaged an outside vendor for the first time to assist with social media ad placement as it has become a larger part of our strategy.

2. **Question:** 2016 Awareness & Perception Research Study: We realize you are interested in determining what current research might show against this study – but we are wondering if you would be willing to share the original 2016 data as well?
   
   **Answer:** The selected vendor will have access to the 2016 data and any other data sets that exist and would be helpful to the project.

3. **Question:** Does the University currently do plans development and programming for an associated Public Relations Program in support of Marketing and Advertising efforts? If yes, does the University do this with an in-house PR department or is PR provided by a vendor?
   
   **Answer:** We do not contract with a vendor for PR. All PR efforts are handled in-house.

4. **Question:** What type of direct student recruiting program is in place and how does it tie into your ongoing marketing, advertising, public relations and social media efforts?
   
   **Answer:** Direct student recruiting is handled through the Division of Enrollment Management. Recruiters are placed in several Texas markets (Rio Grande Valley, San Antonio, Houston, Dallas and Corpus Christi). They participate in the Texas recruiting fairs and can develop additional programming. Marketing and Communications produces their collateral materials and provides marketing support for their events. General advertising is targeted according to data provided by Enrollment Management. Social media ads are targeted toward students who have applied or shown interest in the University, as well as a separate social media ad set aimed at a broader audience to gain awareness.
5. **Question:** Can you share your current or projected 2020 Marketing/Advertising budget breakdown with us? It would be helpful to understand your spending in terms of allocated dollars for each of the budget buckets – ie:
   - Research
   - Brand Development
     - English & Spanish
   - PR Planning/Programming
   - Social Media Programming
   - Media
     - Traditional (by all categories)
     - Digital
   - Creative Development
     - Electronic (Radio/Television/Videos)
     - Print
     - Printing
     - Collateral
     - Digital
     - Outdoor
     - Other

**Answer:** Appropriate budget has been set aside. We welcome recommendations from the selected vendor on budgets for each area as we are not tied to past expenditures.

6. **Question:** New Strategic Plan for growth. Can you share now, or will the agency of record have access to the completed plan for program development into 2020?

**Answer:** The selected vendor will have access to plans and/or projected plans. In general, the University’s growth plan calls for a 2-3% increase in enrollment each year. Increasing retention of students also is a goal that impacts overall enrollment numbers.

7. **Question:** Under 2.8 Deliverables, you specifically asked for costs in relation to item (D) “Creative development including production of the following…” Are our responses also to include separate costs for items listed A-E?

**Answer:** Yes, please provide pricing for any available “a la carte” services that may be considered outside the initial scope.

8. **Question:** Under 3.4 Proposal Requirements, (B) Proposal Format, Section 7: Can we submit references for only higher education institutions? Or does one have to be from a national company? And could this company be a branch of the Institution such as their medical or law school?

**Answer:** There is no limiting factor on the references that can be submitted. Weight is given to those of similar size and structure to Texas A&M University-Corpus Christi and for which these or similar services have been provided.

9. **Question:** Based on the wide variety of audiences within this RFP, is there one that is of highest priority?

**Answer:** Prospective students are the highest priority.

10. **Question:** In section 2.8, there was mention of "included costs for making ad buys." Does this refer to the media buying budget?

**Answer:** Yes. We have not determined if media buying would be included, but if prospective vendors recommend it then it should be covered in their breakout of price calculations.
11. **Question:** Can you provide a budget projection for this project? How much of that budget will be for agency fees and how much will be for media spend/ad buys?
   
   **Answer:** Appropriate budget has been set aside. We welcome recommendations from the selected vendor on budgets for each area as we are not tied to past expenditures.

12. **Question:** What has been your media/advertising spend each of the last four years? Can you share with us a ballpark breakdown between traditional and digital media?
   
   **Answer:** The advertising budget for years 2016-2018 was $189,000 each year. In 2019, the budget increased to $600,000 for buys and any creative that was outsourced. A portion of the budget will be set aside for other work and internal buys.

13. **Question:** Are you expecting a rebrand, or rather a just positioning and brand planning to support the existing TAMU-CC brand?
   
   **Answer:** The existing brand is not strong or well-defined. We would like to develop a stronger brand presence that can be built upon over a series of years. We expect the brand would include something about our unique location but we are not limiting anything.

14. **Question:** Do you anticipate execution, placement, management, and measurement of all created assets, or do you just want the campaign materials created?
   
   **Answer:** Creation of materials is a must. Other elements will be considered. Vendors are invited to offer a recommended plan including execution, placement, management and measurement.

15. **Question:** Do you have an incumbent or preferred vendor in mind for this project?
   
   **Answer:** We do not have a preferred vendor in mind for this project.

16. **Question:** What does your current student population say about you? Do you provide end-of-course surveys or engage with the current student population for immediate feedback?
   
   **Answer:** We provide end-of-course evaluations and the Admissions staff conducts inquiries with students who don’t return to the University. Student feedback will be given to the selected vendor to aid in the development process. General student feedback is that they enjoy the tropical location of the campus and the diverse cultural and degree offerings available.

17. **Question:** What is one of the biggest challenges facing TAMU-CC?
   
   **Answer:** There is increasing competition for students and new competitors are marketing in the same regions. One particular challenge is distinguishing ourselves from other schools – especially if their costs are lower.

18. **Question:** Do you have a preference for in-state vendors?
   
   **Answer:** Yes, all things being equal.

19. **Question:** What percentage of this project will need to be HUB-subcontracted if the vendor is not self-performing?
   
   **Answer:** We would expect a “good faith effort” to meet our overall goals listed in Section IX, HUB Subcontracting Plan (RFP page 30).

20. **Question:** You list several goals throughout the RFP: increased awareness, positioning without party school identity, increased enrollment, etc. Is there one that is the highest priority?
   
   **Answer:** Increased enrollment is the highest priority; we see increasing awareness and interest in TAMU-CC as a large part of achieving higher enrollments. We would like to highlight our unique “destination location” but want to ensure that academic quality is still part of the messaging.

21. **Question:** Would TAMU-CC like to use an advertising agency for this project?
   
   **Answer:** Yes.
22. **Question:** What have been your primary targets for enrollment?
   **Answer:** In terms of geographical markets, primary targets include the Rio Grande Valley, the greater Corpus Christi/Coastal Bend, San Antonio, and Dallas.

23. **Question:** What is the budget? Does it include hard costs? Media?
   **Answer:** We have appropriate budget set aside to cover hard costs, research, creative development and media placement if needed.

24. **Question:** What was your total budget for the last completed fiscal year for this effort/for a similar effort?
   **Answer:** We don’t have a completely similar effort because we haven’t contracted with a vendor for creative work, but our most recent budget was $600,000 for buys and any creative that was outsourced. A portion of the budget will be set aside for other work and internal buys.

25. **Question:** Is there an incumbent vendor? Are they invited to participate in this RFP?
   **Answer:** We do not have an agency of record or incumbent vendor. Currently, some creative and buying is outsourced and some is handled in-house. We are looking for one vendor to assist with the major creative pieces and are open to media buying options.

26. **Question:** Who is the incumbent vendor?
   **Answer:** We do not have an incumbent vendor.

27. **Question:** Are you happy with the incumbent performance?
   **Answer:** N/A, we do not have an incumbent vendor.

28. **Question:** What tactics do you consider to be the most successful in meeting your goals?
   **Answer:** Targeted digital marketing is most useful to us. However, due to the large variety of stakeholders and the need to use this campaign to address multiple audiences and purposes, we still need a good media mix and a message that resonates across audiences.

29. **Question:** What is your measurement of success?
   **Answer:** Increase in student enrollment and additional awareness of the university brand.

30. **Question:** Are you open to using firms outside of Corpus Christi?
   **Answer:** Yes.

31. **Question:** What is your current media mix? What was successful?
   **Answer:** Our mix includes traditional (outdoor, broadcast, minimal print) and digital work. Applications to the university have increased, so we think efforts have been successful. We do not have the budget to assess attitudes and awareness each year but will do it periodically to continue assessing success on that front.

32. **Question:** Do you have a current brand guide?
   **Answer:** The current guide can be found at http://designguide.tamucc.edu/.

33. **Question:** What type of media have you been running the past couple of years, and what have been the results/how well have they performed for you?
   **Answer:** The university currently markets to prospective students and parents through a mix of broadcast, print, outdoor, and digital methods. We have had some success with this in the past but looking for the successful vendor to make recommendations for future placement.
34. **Question:** What are your key performance metrics?
   **Answer:** Completed applications, enrollment growth, visits to campus, visits to university website/virtual tour.

35. **Question:** How does TAMU-CC currently plan and buy media? In-house or with an agency?
   **Answer:** Most media is bought in-house. This year, we began working with an outside agency to place some social media/digital advertisements. We are open to continuing or expanding the use of an outside buyer.

36. **Question:** What has been the most successful at increasing enrollment? What has been a failure in the past?
   **Answer:** There is not a true assessment of what has been successful as we just received the budget increase this past cycle.
   We did try personalization efforts with digital and print pieces this past cycle that wasn’t very successful for us. The amount of time and funding dedicated to the project did not bring in high returns.

37. **Question:** Do local firms get preferential treatment? (Local to the office or situational geography)
   **Answer:** We are not limiting by geography; however, all things being equal preference is given to local, in-state vendors.

38. **Question:** What is the priority of objectives?
   **Answer:** Development of the creative pieces is the top priority.

39. **Question:** Where can we view past campaign materials and/or website?
   **Answer:** Past recruitment print materials can be viewed at [http://marcom.tamucc.edu/publications.html](http://marcom.tamucc.edu/publications.html)
   Past marketing campaign materials can be viewed at [https://www.dropbox.com/sh/qboj0hma2ea6spa/AACbiaqar-3zSDYnkc9UdLvQa?dl=0](https://www.dropbox.com/sh/qboj0hma2ea6spa/AACbiaqar-3zSDYnkc9UdLvQa?dl=0)

40. **Question:** Can TAMU-CC provide more information about the target for example percentage of undergraduates vs. graduate?
   **Answer:** The common mix is 80% undergraduate and 20% graduate. We are heavier on undergraduate (higher than 80%). Increasing graduate enrollment is a goal but we don’t have a specific target yet. A new Vice President for Enrollment Management will join us in September and we anticipate more specific targets to be developed and shared at that time.

41. **Question:** Would TAMU-CC like to promote specific programs at the college?
   **Answer:** Yes, we would like to target some specific programs as our marketing evolves. However, the programs we would promote have yet to be selected by the University leadership due to some vacancies in key positions. A new Vice President for Enrollment Management starts in September and we anticipate those discussions and decisions to occur after his arrival.

42. **Question:** What are TAMU-CC's enrollment goals?
   **Answer:** In general, the University hopes to increase enrollment by 2-3% each year. With a new Vice President for Enrollment Management coming on board in September, we expect more specific goals by enrollment categories to be developed quickly.

43. **Question:** In section 2.8 DELIVERABLES (d), it’s requesting (iv) Digital ads. Is there a specific format that we should use for pricing? (static, dynamic, pre-roll, animated, etc).
   **Answer:** We are open to suggested formats and related pricing.
44. **Question:** In section 2.10 PERFORMANCE TRACKING, what are the key performance indicators or metrics by which this will be tracked for agencies and creative campaigns?
   
   **Answer:** Completed applications, enrollment growth, visits to campus, visits to university website/virtual tour.

45. **Question:** Is there a format requirement for the original printed proposal? (Standard letter size, legal, binded, stapled, etc.)
   
   **Answer:** No, we would expect submissions to be formatted according to Section III, 3.4 (B) of the RFP and easily readable.

46. **Question:** Can the copies on the USB be interactive (i.e. have clickable links embedded in the presentation) or do they need to be the exact same file provided in the printed version?
   
   **Answer:** We would expect that exact copies are included on the USB; however, in addition, interactive files can be provided for clarification purposes and may not be considered as part of the bid.

This document and attachments shall be attached to and become a part of the contract documents for this project. This addendum shall be signed for acknowledgement that you have received Addendum #1 and shall be returned with your proposal.

**COMPANY NAME:** ______________________________________________________

**STREET ADDRESS:** _______________________________________________________________________

**CITY/STATE:** ______________________________________________________

**TELEPHONE AND FAX:** _______________________________________________________________________

**SIGNATURE:** ____________________________ **DATE:** __________________