

MONTGOMERY COLLEGE - OFFICE OF PROCUREMENT
REQUEST FOR PROPOSAL TITLE: MEDIA BUY SERVICE PROVIDER
RFP NUMBER: E522-011
RFP CLOSING DATE AND TIME: FEBRUARY 7, 2022 at 3:00 P.M.



ADDENDUM #1

Issued: January 26, 2022

ADDENDUM FOR THE PURPOSE OF:

1. To change the RFP closing date from January 28, 2022 at 3:00 P.M., to February 7, 2022 at 3:00 P.M
2. To provide the attached questions and answers.

All other specifications, terms and conditions remain unchanged.

A handwritten signature in black ink, appearing to read 'Patrick Johnson', written over a horizontal line.

Patrick Johnson, MBA
Director of Procurement

Please **sign** below to acknowledge receipt of this Addendum and return with the proposal. Failure to return this Acknowledgement of Addendum may deem a proposal nonresponsive.

NOTE: All proposals MUST BE RECEIVED **electronically** by 3:00pm Eastern Standard Time on February 7, 2022. Electronic proposal and addendum or addenda shall be sent to the following email address prior to the submittal deadline date and time at vendor.proposals@montgomerycollege.edu. **No responses will be accepted after this date and time.**

Company Name

Authorized Signature

Date

Printed/Typed Signature

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QUESTION:	ANSWER:
1. What is Montgomery College's annual budget for these services, or expected media spend?	The media spend (including agency fees) is approximately \$800,000-900,000 per year.
2. What CRM is currently in use by MC?	We do not have a CRM, though we are in the midst of procurement for a CRM.
3. How is MC's media spend weighted between your various target audiences (for instance, students vs. alumni)?	The majority of the budget is focused on reaching prospective students, though some funds are used to reach current students for retention.
4. How is MC's media spend generally weighted when it comes to digital media vs. traditional media?	Approximately 50% digital, 25% out of home, 25% cable and radio.
5. Will preference for these services be given to an incumbent agency (or agencies) that worked with MC previously?	The Committee will review each submission equally based on the score sheet.
6. What is MC's current cost of acquisition for students from paid media channels (if this is something you can currently track)?	This information is not currently tracked.
7. Are you currently working with an agency for media buying services?	Yes, the College is currently working with an agency for media buying services.
8. Is your current agency participating in this RFP?	That information is not currently available as participation is at the sole discretion of the agency.
9. Can you suggest a budget to be assumed for the Media Campaign Plan that is requested as part of the proposal?	\$800,000-900,000 for a year-long media plan.
10. Can you define "key business relationships" as mentioned in section 5.2.4 of the RFP (i.e. does this refer to media vendors such as Google, Facebook etc., or to clients, or something else)?	"Key business relationships" refers to vendors and clients.
11. Can you elaborate on the scope of work that will be requested for "creative counsel" as mentioned in the RFP section 2.3.6?	The agency is expected to provide insights based on assets provided.
12. For this year & last year, what was your % split in media spending between digital and traditional?	Approximately 50% digital, 25% out of home, 25% cable and radio.
13. Will finalists be selected and asked to make oral presentations?	Oral presentations will only be necessary if the score sheets yield similar results.
14. Who is your current agency?	JL Media is the College's current Media Buy Service Provider.
15. In section 5.2.5, MC requested that we include a media campaign plan in our proposal. According to the RFP, MC conducts multiple campaigns per year at different times and aimed at different audiences. What parameters should we use when developing our media plan? Is there a particular campaign you'd like us to work with? What is the budget? Should we	\$800,000-900,000 for a year-long media plan to reach prospective students. All creative will be provided.

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assume that creative for all types of media will be provided?	
16. The price proposal provides spaces to indicate a standard commission rate and an hourly rate for consulting and other services. Would you accept/be interested in alternative pricing models? For example, could we propose a set of rates for different labor categories?	Alternate pricing models can be provided, though we need a standard commission rate in order to score compared to other submissions.
17. Are you requesting a full media plan as part of this submission? If so, please disclose the media budget (or budget range) so that we can meet the request. If this isn't possible for this RFP, would it be possible to provide media budgets for past campaigns?	The media spend is approximately \$800,000-900,000 per year. We would like to see a media plan that is similar to this.
18. Is creative part of this contract? Will the agency selected create the ads and other assets for the campaign?	No. Montgomery College employees create all ads and assets.
19. Section 2.3 states that "Contractor will work with College staff to develop a comprehensive, integrated content marketing plan." Would the Contractor also be expected to create the content?	No. Montgomery College employees create all ads and assets.
20. Who do you foresee creating the destination(s) (e.g. landing pages) for the campaign? If so, could you please provide some information about your web infrastructure/hosting environment?	Montgomery College employees create all landing pages. Our CMS is OU Campus.
21. Does Montgomery College have any current market research that would be made available to the Contractor? Has Montgomery College conducted any brand awareness studies that can be used as a benchmark?	Market research can be shared once a contract is in place.
22. Please explain your admissions lead capture/nurture process. How are inquiries responded to by MC? What sort of follow-up process is followed after a prospective student makes an inquiry?	Inquiries are passed to the recruiting team and placed in communication plans.
23. What CRM does Montgomery College admissions use to capture/manage inquiries?	We do not have a CRM, though we are in the midst of procurement for a CRM.
24. Would the Contractor's performance be measured by leads generated or by acquisition measurements such as applications and/or enrollments?	Performance would be measured by reporting and analytics; providing industry insights, innovations, and recommended strategies; and leads generated.
25. Would recruiting for non-credit/continuing education/workforce development programs be part of the contract?	Yes, recruiting for non-credit/continuing education/workforce development programs are part of the contract.
26. Do you foresee the campaign focusing on specific campuses or Montgomery College as a whole?	Campaigns focus on Montgomery College as a whole.
27. Who are your biggest competitors in the region?	Public four-year colleges and universities are our biggest competitors.

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28. Is the recruitment marketing function centralized at Montgomery College or do individual campuses or programs run their own (potentially competing) campaigns?	Recruitment marketing is centralized.
29. For the media plan, are you looking for specific media elements? Or just broad recommendations?	Broad recommendations are ok, though specific recommendations would be ideal.
30. Are there any specific target audiences or ethnic groups that we should be paying specific attention to?	Speakers of other languages in our market. We run numerous ads in Spanish, and some ads in French, Vietnamese, Chinese, Korean, and Amharic.
31. For the sample analytics/dashboard report – would a screenshot of a standard reporting tool that we use be sufficient? Or are you looking for an actual report with information blurred out from other clients?	Screenshot of a standard reporting tool would be sufficient.

*******END OF QUESTIONS AND ANSWERS*******