

MONTGOMERY COLLEGE • OFFICE OF PROCUREMENT  
REQUEST FOR PROPOSAL (RFP) TITLE:  
Strategic Marketing and Brand Strategy Development and Implementation  
RFP NUMBER: E924-006  
CLOSING DATE: November 28, 2023 @ 3:00PM Eastern Standard Time



**ADDENDUM #1**  
Issued: Nov. 16, 2023

**PURPOSE OF ADDENDUM:**

- To provides answers to all questions received by the November 15, 2023 question submittal deadline.

**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. If proposal has already been submitted, acknowledgement should be submitted separately. 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 (EST) on **November 28, 2023**.

Electronic proposal and addendum or addenda shall be sent to the following email address prior to the submittal deadline date and time: [vendor.proposals@montgomerycollege.edu](mailto: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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**QUESTIONS & ANSWERS**

Question	Montgomery College Answer
What was the reason of the cancellation of the original solicitation regarding this RFP?	The original RFP did not include project understanding and approach, and interviews, as part of the vendor proposal evaluation.
Does the budget listed in the Q&A for the original solicitation still hold true?	Budget information listed in the Q&A section of the new RFP remains the same.
Can you please divulge what your recruitment targets are for the next 1-3 years? Would you like to target any particular geographic groups? We know you are catered to adult learning, but do you have any particular targets for defined age ranges?	Montgomery County residents are the geographic group that we target. The average age of our students is 23.1. Additional details can be viewed here: <a href="https://www.montgomerycollege.edu/documents/offices/institutional-research-and-effectiveness/student-enrollments/2023-fall2023-enrollment-trend-analysis.pdf">https://www.montgomerycollege.edu/documents/offices/institutional-research-and-effectiveness/student-enrollments/2023-fall2023-enrollment-trend-analysis.pdf</a> . We have different marketing materials for general prospective students, dual enrollment prospective students, and nontraditional adult students. Recruitment targets include general prospective students, high school students, military/veterans, nontraditional adult students, speakers of other languages, low income individuals, visiting students from other colleges (to take classes during winter and summer break), and many program specific groups (biotechnology etc.)
Are you able to confirm who your incumbent agency is, how many agencies you work with and whether they will be tendering for this opportunity? In addition, it would be good to understand if the successful agency in this tender will be working with any of your existing third parties/agencies.	There is no incumbent.
What are your priority DMAs (ranked if possible)? Are there any specific geographies you've identified as opportunities?	Our priority DMA is Montgomery County, Maryland.
Who would you consider your five main competitors?	Montgomery College considers all other community colleges in Maryland as competitors, along with the University of Maryland.

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<p>Would you like to increase enrollment across departments equally, or are there any programs or majors you'd like to target specifically?</p>	<p>We have some programs that we target specifically based on a variety of reasons. They include biotechnology, cybersecurity, health science, business, computer science, hospitality management, and engineering.</p>
<p>Are there fillable PDFs you can provide for the attachments?</p>	<p>Unfortunately, not.</p>
<p>Do you have a preference for partnering with an in-state agency or will you accept proposals from out of state agencies who are committed to onsite visits as required?</p>	<p>Out-of-state firms welcomed to submit proposals.</p>
<p>In the Statement of Qualifications section of the RFP response (Section 5.2.4), do we need to go in exact order of the bullet points (professional qualifications, demonstrated experience, corporation size) or can we organize our response as we see best fit as long as all bullet points are included within that section?</p>	<p>Proposal must be submitted in the format outlined in the RFP.</p>
<p>Will you accept separate documentation submitted alongside our proposal e.g. attached case studies and creative portfolio? Or should we include case studies in our demonstrated experience section of the technical response?</p>	<p>This information should be included in the demonstrated experience section of your proposal.</p>
<p>Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?</p>	<p>All qualified firms able to meet the requirements contained in the RFP, including onsite meetings, are welcomed to submittal a proposal.</p>

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<p>In regards to enrollment data analysis, what are the expectations/delineation of responsibilities for the agency partner vs. Montgomery College staff?</p>	<p>The College’s Office of Institutional Research and Effectiveness will conduct all detailed enrollment data analysis. We will provide all data that is currently available. The agency will need to distill the information when preparing recommendations for this project.</p>
<p>The RFP states that “The College now needs to conduct a marketing and branding strategy refresh.” What is driving the “need” for this new RFP?</p>	<p>MC launched a new brand in 2016 and conducted marketing and brand research in 2019. Based on the years that have passed, we need to conduct the research and see if there are any improvements we should be making.</p>
<p>We are considering a joint bid alongside an agency we have worked with in such a capacity previously to pool our brand expertise. Would such an arrangement be considered by Montgomery College for this project?</p>	<p>Yes.</p>
<p>We assume the clarifications located at the end of this RFP that were originally from the previous, cancelled RFP also apply to this re-issued opportunity. Is that the case?</p>	<p>Yes, that is correct.</p>
<p>Does Montgomery College currently have a contracted vendor providing advertising/media buying services? If so, who is that vendor and when does the current contract end?</p>	<p>Yes, JL Media Group, LLC. Contract expiration: 4/2/2027</p>
<p>Could you provide any more specifics on what aspects of the brand you are considering for the refresh? Are you looking at revising any of the visual elements (like the logo, color scheme), the key messaging mechanisms and communication strategy, or both?</p>	<p>We need to see the results of the marketing and brand research before we can make any final decisions about this, though we are open to making any improvements/updates that are recommended.</p>

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Beyond the broad and diverse audience already catered to by Montgomery College, are there any new target audience segments you are specifically aiming to reach with this refreshed branding and marketing strategy?	No. We need to focus on refining any messages to current target audiences.
What specific key performance indicators or success metrics do you plan to use to measure the effectiveness of the refreshed brand strategy and marketing plan? Are there particular outcomes or goals you have in mind?	The new brand and marketing plan will help reach the goals of the new enrollment management plan - <a href="https://info.montgomerycollege.edu/offices/enrollment-management/index.html">https://info.montgomerycollege.edu/offices/enrollment-management/index.html</a> .
While the RFP mentions no anticipated challenges, from your experience, are there any potential internal or external constraints or obstacles that we should be aware of while developing and implementing the branding and marketing strategy?	No.
How do you envision the new branding strategy integrating with your current marketing and communication systems, including the brand materials and guidelines established in 2016?	We will update all current brand and marketing materials to match new recommendations.
Will joint ventures (e.g., a firm for research and another for branding) be considered if there is a single point of contact for the College from the winning vendor?	Yes.
What are top 3 challenges the College is facing over next 3 years?	MC does not have a general list of challenges to pass along. We can have a more detailed discussion with the winning agency if there are more specific questions related to this.
What is College most proud of?	We are extremely proud of our students and alumni, and are always pleased when we have stories that are in line with our mission, vision,

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	and values - <a href="https://www.montgomerycollege.edu/about-mc/mission-values.html">https://www.montgomerycollege.edu/about-mc/mission-values.html</a>
Is the College willing to share the prior research conducted? Or at least a summary?	Yes. We will share all prior research conducted.
How much of the prior research was qualitative vs. quantitative? What worked well and what didn't relative to outcomes?	The prior research was a mix of qualitative and quantitative (online surveys, focus groups, and interviews with key stakeholders). All worked well and we need the same mix for future research.
Is the College looking for an exact replica of the prior research conducted (to track changes over time) or new methodologies to reach the desired audiences?	We need a similar mix of qualitative and quantitative research that was conducted previously (online surveys, focus groups, and interviews with key stakeholders), though we are open to hear about recommendations for improvements.
The Q&A from the prior (cancelled) RFP notes a budget of up to \$1,000,000. What is the budget range relative to this particular RFP? Is it the same?	Yes, budget range is the same.

\*\*\*\*\***END OF QUESTIONS & ANSWERS**\*\*\*\*\*