Notice of Request for Qualifications (RFQ)
RFQ No. P26/10082L
Marketing and Advertising Services

Addendum No. One (01)

Issue Date: 09/02/2026

Addendum: Material Corrections to the solicitation:

Item 1: Solicitation Correction. Page 7, Tab 2: Required Submittal Forms. The correct number of forms should read seven (7) Required Submittal Forms. Refer to Question 21.

Item 2: Solicitation Correction. Page 8, Tab 3: SOQ – Proposal Forms. The correct number of solicitation forms should read three (3) Proposal Forms. Refer to Question 22.

Acknowledgment of this Addendum should be noted on the Solicitation Certification Form.

Questions and Answers

Question 1: For future project-specific scopes, should the $500,000 annual advertising budget referenced in the RFQ be treated as a realistic planning benchmark, a hypothetical sample only, or an expected range for upcoming paid media work?
(RFP ref: p. 21, Section 8, Method of Approach, Question 8)

Answer 1: The $500k annual advertising budget is a hypothetical sample only and should not be interpreted as an expected budget or range for future paid media work.

Question 2: How does the anticipated future media budget compare with Pima's historical annual marketing and advertising spend? Is the College expecting an increase, decrease, or similar level of investment?
(RFP ref: not addressed)

Answer 2: The college does not anticipate a predetermined level of annual investment associated with this RFQ. This RFQ is intended to establish a qualified vendor list across a broad range of marketing and advertising services. Future scopes of work, budget, audiences, priorities, and level of investment will vary based on College needs, available funding, and the services required. Qualified vendors may be engaged based on their areas of expertise and the requirements of individual engagements. Therefore, the College does not have a predetermined annual level of investment associated with this RFQ.

Question 3: Can the College share recent historical spend by major channel or tactic — for example, paid search, paid social, programmatic/display, video/CTV, traditional media, outdoor, print, radio, or other channels — to help vendors understand the current baseline?
(RFP ref: p. 3, Section 1, Group 1 scope lists media channels but does not provide historical allocation)

Answer 3: Historical channel-level spending is not included as part of this RFQ. Media mix and budget allocation will vary based on future scopes of work and may be developed in collaboration with qualified vendors based on project objectives and areas of expertise.

Question 4: Which audiences or lifecycle stages are the highest priority for the next phase of work: recent high school graduates, adult/non-traditional learners, working professionals, stop-outs, current students, re-enrollment audiences, workforce/non-credit learners, or another segment?
(RFP ref: p. 3, Section 1, Introduction)

Answer 4: No single audience is designated as the priority of all work under this RFQ. Audience priorities will vary by project and may include any of the audiences identified in the RFQ.

Question 5: Does the College have historical performance benchmarks it can share, such as cost per inquiry, cost per application, cost per enrollment, lead-to-application rate, application-to-enrollment rate, or channel-level conversion rates?
(RFP ref: not addressed)

Answer 5: The College is not providing historical performance benchmarks as part of this RFQ. Relevant baseline and performance data may be shared with qualified vendors as appropriate for future scopes of work.

Question 6: Which channels, campaigns, or audience strategies have historically performed best for Pima, and which have underperformed or become less efficient?
(RFP ref: p. 20, Section 8, Method of Approach, Question 5 asks vendors to describe their measurement/optimization approach, but College historical performance is not provided)

Answer 6: Performance varies by campaign, audience, objective, and timing. Relevant historical performance information may be shared with qualified vendors as appropriate for future scopes of work.

Question 7: Are there specific credit programs, non-credit/workforce programs, campuses, locations, or geographic markets that are expected to receive priority in future paid media planning?
(RFP ref: p. 4, Section 2 describes credit, non-credit/workforce, adult basic education, five campuses, learning centers, and a Nogales location, but does not prioritize programs or markets)

Answer 7: No single program, campus, location, or geographic market is designated as the priority for all work under this RFQ. Priorities will vary based on College needs, enrollment goals, available funding, and future scopes of work.

Question 8: What would first-year success look like for a selected marketing and advertising partner, both in terms of measurable performance outcomes and the working relationship with Pima's internal Marketing Department?
(RFP ref: p. 3, Section 1 objectives; p. 20, Section 8, Method of Approach, Questions 1, 4, and 5)

Answer 8: Success will depend on the scope and objectives of each engagement. In general, the College values work that supports its enrollment and retention goals, strengthening brand awareness and engagement, and achieving measurable performance outcomes. The College also values high-quality work, timely and budget-conscious delivery, responsiveness, strong communication, and effective collaboration with the College's internal Marketing Department.

Question 9: What creative assets does the College currently have available — such as video, photography, static display ads, or other campaign materials — and should vendors assume those assets may be used while new creative is developed?
(RFP ref: p. 3, Section 1, Group 2)

Answer 9: The College maintains existing photography, video, graphic, and other creative assets that may be available for use depending on the needs of the engagement. Vendors may assume that existing assets could be used where appropriate while new creative is developed as needed.

Question 10: What CRM or marketing automation platform does the College currently use?
(RFP ref: p. 3, Section 1, Group 3).

Answer 10: The College currently uses Element451 as its CRM and marketing automation platform.

Question 11: What is the College's current student search strategy, and how does it integrate with broader enrollment marketing efforts? (RFP ref: p. 3, Section 1, Group 2)

Answer 11: Student Search is one component of the College's broader enrollment marketing and recruitment strategy and is integrated with prospective student outreach, CRM communications and nurture, digital marketing, recruitment activities, and other targeted engagement. Specific strategies and priorities may evolve based on enrollment goals, audience needs, and available data.

Question 12: For vendors proposing Group 2: Brand, Marketing Strategy, and Creative Services, does the College anticipate engaging vendors for integrated campaigns that may include strategy, creative development, copywriting, video production, and related communications services?

Answer 12: Yes. The College may engage qualified vendors for integrated campaigns or other scopes of work that include multiple Group 2 services, such as strategy, creative development, messaging, copywriting, graphic design, video, photography, and related communications services. The specific combination of services will depend on College needs and the scope of the engagement.

Question 13: May vendors identify their primary areas of expertise within a selected service group rather than providing every service listed within that group?

Answer 13: Yes. Vendors may identify their primary areas of expertise within a selected Group of Service and are not required to provide every service listed within that group. Vendors should clearly identify the services and capabilities for which they are seeking qualification.

Question 14: Does the College anticipate issuing project-specific requests for scopes of work, availability, and pricing to vendors placed on the Qualified Vendor List? If so, does the College have an estimated volume or range of projects expected annually?

Answer 14: The College may engage qualified vendors for individual projects, ongoing services, integrated campaigns, or broader scopes of work based on College needs and vendor expertise. The College does not have an estimated annual volume or range of projects and does not guarantee a minimum or maximum amount of work to vendors on the Qualified Vendor List.

Question 15: Are there specific priority initiatives anticipated during the first contract year, such as enrollment growth campaigns, workforce development marketing, brand awareness initiatives, or student retention efforts?

Answer 15: Anticipated needs may include enrollment growth initiatives for traditional and non-traditional learners, workforce and non-credit marketing, brand awareness, student retention and re-engagement, and other College priorities. Specific initiatives, timelines, and scopes will be determined based on College needs, available funding, and vendor expertise.

Question 16: For vendors with experience supporting higher education, public-sector, and nonprofit organizations, how should relevant experience be presented when it includes enrollment marketing, audience engagement, storytelling, and communications campaigns but not exclusively community college marketing?

Answer 16: Vendors should present experience that is most relevant to the Group(s) of Service proposed and demonstrates their ability to successfully perform similar work. Relevant experience may include higher education, public-sector, nonprofit, enrollment marketing, audience engagement, storytelling, and communications work. Experience does not need to be exclusively within the community college sector.

Question 17: Does the College allow vendors to identify strategic partners or subcontractors for specialized services such as media buying, SEO, website development, photography, or other digital services?

Answer 17: The College allows vendors to identify strategic partners or subcontractors for specialized services.

Question 18: Insurance requirements scope Attachment D, Section 2 (page 36), requires Hangars Keepers' Liability ($50,000,000 per occurrence), Garage Keepers' Liability ($50,000,000 per occurrence), and Aviation Liability ($50,000,000 per occurrence), as well as All Risk Property/Builder's Risk Coverage (page 37). These coverage types appear applicable to aviation, storage, or construction-related contractors rather than marketing and advertising services vendors. Can the College confirm whether these specific coverage requirements apply to vendors proposing under Groups 1–3 of this RFQ, or whether they are template provisions not intended for marketing/advertising service providers?

Answer 18: This is our standard form which indicates as applicable.

Question 19: Federal Acquisition Regulation / Davis-Bacon applicability
Attachment E (pages 38–48) incorporates FAR clauses under the Davis-Bacon Act, including prevailing wage, "site of the work," and apprentice/trainee provisions that are specific to construction contracts. Recital B of the sample Service Agreement (page 23) states the agreement "may be federally funded." Can the College confirm whether the Davis-Bacon Act / construction-specific FAR clauses in Attachment E are intended to apply to a marketing and advertising services contract, or whether only the non-construction federal clauses (e.g., Equal Opportunity, Employment Eligibility Verification, Anti-Lobbying) would apply if the resulting contract is federally funded?

Answer 19: This would apply in the event a construction project comes up that is federally funded.

Question 20: Intellectual property / pre-existing IP treatment
Attachment A, Section 7.1 (page 26), designates all IP the Contractor creates in connection with the Services — including "intermediate and partial versions" — as College-owned work made for hire. Section 7.2 (page 27) requires the Contractor to disclose pre-existing IP in writing before incorporating it into any deliverable, and grants the College a perpetual, irrevocable, royalty-free license to that pre-existing IP once incorporated. For vendors who rely on proprietary methodologies, frameworks, or platforms in delivering services (as opposed to creating bespoke IP solely for the College), can the College clarify how Section 7.2's disclosure and licensing mechanism is intended to operate in practice, and whether vendors may take an exception to preserve exclusive ownership of pre-existing proprietary tools and methodologies used in performing the Services?

Answer 20: Yes, you may clarify that use of existing ownership of their methodology will remain their exclusive ownership.

Question 21: Page 7 notes there are six (6) Required Submittal forms, however, there are 7 listed:

1. Solicitation Certification Form
2. Exceptions Requested/Vendor Order Form
3. Confidential and/or Proprietary Declaration Form
4. Mandatory Certifications Form
5. Appendix Form
6. Non-Collusion Affidavit Form
7. Anti-Lobbying Certification

Answer 21: Correct to read that there are seven (7) forms as stated above and not six (6).

Question 22: Page 8 refers to five (5) proposal forms, however there are only three listed.

Answer 22: Correct to read that there are three (3) forms and not five (5).