1. **Question:** For proposal purposes, is the budget to target Men 18-27 to be a 365-day plan or a targeted Spring and Fall enrollment plan?

   **Answer:** A creative approach gives proposers the opportunity to showcase their creative process and how well they communicate it. We do not expect you to produce a complete advertising/marketing campaign. The key word is “approach”; we are interested in how you address the problem. We do not expect you to have all the answers; in fact, we are more eager to hear your questions. Broad outlines, including a ballpark cost estimate, are fine. That said, the more details you provide in your response, the better.

   We chose the creative approach described in the Request for Proposals, a focus on men ages 18-27, because of its real-world relevance. Females constitute 55 percent of PCC enrollment, reflecting a nationwide trend in higher education that potentially has profound consequences for our community.

2. **Question:** Do you have an overall brand that you want to continue using for the College? If yes, is the brand to be included with our recommended specific creative targeting Men 18-27?

   **Answer:** Our overall brand is encapsulated in the slogan, “Start at Pima. Go Anywhere,” and in PCC’s mission, “to develop the community through learning.” They may be included in your creative approach. See Answer to Question 1 for more explanation.

3. **Question:** Who will be our contact at Pima Community College for the contract? Multiple Marketing Managers?

   **Answer:** Paul Schwalbach, Public Information Manager, and C.J. Karamargin, Vice Chancellor for Public Information and Federal Government Relations, will be primary contacts.

4. **Question:** Do you have a current media mix for the 365-day marketing plan? Can we see what that includes in percentages? Its success, in percentages?

   **Answer:** The College’s 365-day marketing and advertising strategy is to tell the public about special opportunities and events that arise during the year. PCC currently remains focused on advertising fall and spring registration.

5. **Question:** At this point, we recommend the budget based on our strategy and there is no budget figure to work within, correct?

   **Answer:** Correct.
6. Question: What is the total budget estimate for the RFP?

Answer: The College’s current Marketing and Advertising Services purchase order allows the Department of Public Information and Federal Government Relations to spend up to $100,000 without seeking PCC Governing Board approval, and to exceed $100,000 with Board approval. As stated in the RFP, the College is the client and makes no guarantee as to the number and size of projects which may be awarded under this proposal.

7. Question: Page 4, Section 1. Project Scope – What percentage of work will be required for the vendor to deliver if the College elects to use in-house services and resources?

Answer: The percentage of work will vary based on the type of work required.

8. Question: Page 4, Section 2. Background – Will the College share the already developed 365-day marketing and advertising strategy with proposers before the sealed proposal deadline?

Answer: The College’s 365-day marketing and advertising strategy is to tell the public about special opportunities and events that arise during the year. PCC currently remains focused on advertising fall and spring registration.

9. Question: Page 4, Section 2. Background – Will the College share advertising samples of prior work with proposers before the sealed proposal deadline?

Answer: No.

10. Question: Page 7, Section 4. Qualifications – What are the five (5) qualities you are looking for in an agency? Please be specific.

Answer: The ideal agency will be able to demonstrate an ability to (listed alphabetically):
- Be creative
- Combine words and images
- Communicate effectively in a variety of media
- Work well with College personnel
- Write clearly and persuasively

11. Question: Page 7, Section 4. Qualifications, Number 3 – What is the current marketing and advertising budget? Is this budget dependent on funding?

Answer: See answer to Question 6.

12. Question: Are you open to hire a LA based agency?

Answer: The College accepts proposals from out-of-state agencies. They will be not be evaluated differently. The Request for Proposals, Section 3, Number 4, 2(i), requires that “If the firm is not locally owned and operated, [an] explanation [should be provided] of how the firm will provide contracted services.”
13. Question: Can you share any budget parameters?
   
   Answer: See answer to Question 6.

14. Question: Is it possible to tell us who is on the selection committee?
   
   Answer: No

15. Question: Does the three-page Proposal Form need to be in Section 2 at the beginning of the submittal or in the appendix with Attachment B?
   
   Answer: The Proposal Form should be in Section 2.

16. Question: On page 14 of 27 (the third and final page of the Proposal Form), a seal is requested. Is that our logo or something else?
   
   Answer: Please disregard seal request.

17. Question: We would like to add audio and TV samples for section 4.1a.i to the digital copy we are providing in the Appendix. Is this acceptable?
   
   Answer: Yes.

18. Question: We noted that you are requesting general liability for per project aggregate (underlined text in Attachment C on page 21 of 27) that generally applies to contractors. We currently have our insurance with the College with a per policy aggregate. Is it necessary to mark this in the 6.0 Exception section?
   
   Answer: It is not necessary to note this in Section 3, number 6.

19. Question: Page 7, Number 3 – For Creative Approach – do you want us to include creative ideas for reaching Men 18-27? Should the plan cover both Fall and Spring semesters?
   
   Answer: Yes. For more explanation, see answer to Question 1.

20. Question: When is the last time PCC did any formal research?
   
   Answer: The question is not relevant. The purpose of the Request for Proposals is, in accordance with Purchasing policy, to conduct a competitive solicitation and to enter into a contract with a qualified firm or firms to provide marketing and advertising services before the current contract expires at the end of June 2013.
21. Question: Are you happy with your current agency and/or their work and effectiveness?
   
   Answer: See answer to Question 20.

22. Question: Do you have any existing research on objectives met (or not met) from your current campaigns?
   
   Answer: See answer to Question 20.

23. Question: What is your annual advertising budget?
   
   Answer: See answer to Question 6.

24. Question: (Pg. 4 section 1) What percent (roughly) and what type of work in the past has been created and executed by students? By in-house staff?
   
   Answer: Students do not perform work for the Office of Public Information. The work created by PCC in-house staff varies, based the type of work required.

25. Question: (Pg. 7 section 4, #3) What is the rationale motivating the male enrollment campaign? Is there research supporting the need? Would this campaign be the primary marketing strategy for the semester/year or a sub-campaign to general enrollment marketing?
   
   Answer: See answer to Question 1.

26. Question: Page 3, Section 1: Do you accept proposals from out-of-state agencies? If so, will they be evaluated any differently?
   
   Answer: The College accepts proposals from out-of-state agencies. They will be not be evaluated differently. The Request for Proposals, Section 3, Number 4, 2(i), requires that “If the firm is not locally owned and operated, [an] explanation [should be provided] of how the firm will provide contracted services.”

27. Question: Page 4, Section 2: Does the College currently have an agency handling these advertising and marketing duties? If so, why are you seeking a change in agencies?
   
   Answer: Yes. Purchasing policy requires a competitive solicitation at least every 5 years.

28. Question: Page 4, Section 2: Can you please specifically state what type of market research, analysis and counsel you are looking for the firms to provide the College?
Answer: As stated in the Request for Proposals, the College seeks research, analysis and counsel regarding the following audiences:

i) High school students seeking:
   (1) Degree and/or certificate for a trade or occupation
   (2) Transfer to a four-year university to obtain a bachelor’s degree

ii) Adult learners seeking:
    (1) New career opportunities
    (2) Adult Basic Education/GED preparation
    (3) Personal enrichment for themselves (seniors, especially) or their children

iii) Businesses seeking training for their workers

iv) Elected politicians, government officials, opinion leaders and community pillars who can:
    (1) Advocate for College initiatives
    (2) Support College for development

29. Question: Page 5, Section 2: How much of the current advertising budget is devoted to each of the following: print, TV (broadcast and cable), radio, direct mail, online?

   Answer: Direct mail and radio are our primary forms of advertising and marketing.

30. Question: Page 6, Section 3: Is the electronic copy of the submitted proposal able to be sent electronically (via email) or would you prefer it be submitted along with the original hard-copy of the proposal? Is a USB drive a suitable format for submitting the electronic copy of the proposal?

   Answer: The electronic copy must be submitted with the original copy of the proposal and not via email. A USB drive is a suitable format for the electronic copy.

31. Question: Page 7, Section 3: Do you have an advertising budget for your total marketing campaign? If so, can you state the budget figure?

   Answer: See answer to Question 6.

32. Question: Page 7, Section 3: Can you tell us what types of advertising you have done in the past and how they have worked/not worked?

   Answer: Print, TV, radio, direct mailing, newspaper, online. The second part of the question is not relevant. See answer to Question 20.

33. Question: Page 8, Section 3: In preparing the cost proposal, does the College allow for any travel incurred by the agency to be billed to the College at-cost or do all costs need to be inclusive of any travel
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costs?

Answer: The College’s preference is that costs be inclusive of travel costs.

34. Question: Are you working with an advertising agency currently? If yes, are they participating in this review? If the incumbent is not participating, can you tell us why?

Answer: PCC currently contracts with an advertising and marketing agency. The agency is not evaluating proposals. The agency is not precluded from making a proposal for the contract.

35. Question: What is the projected budget or budget range for the Scope of Work proposed for retaining an agency?

Answer: See answer to Question 6.

36. Question: Page 4, Item 1: The College’s Public Information and Government Relations Department is the primary contact for this contract. Who does this group report to? Board of Governors? The Interim Chancellor? Other? Who ultimately approves recommendations and makes decisions?

Answer: The Vice Chancellor for Public Information and Federal Government Relations reports to the Interim Chancellor.

37. Question: How does Pima Community College define a successful relationship with an advertising agency partner?

Answer: The ideal agency will be able to demonstrate an ability to (listed alphabetically):
  o Be creative
  o Combine words and images
  o Communicate effectively in a variety of media
  o Work well with College personnel
  o Write clearly and persuasively

38. Question: Page 7, Q 3: Creative approach: Is the expectation for this question for the responder to provide: 1. A full advertising proposal for this response, which would include objectives, strategies, tactics, media proposal, speculative creative, etc.; or,

2. An overview of the prototypical approach we would take to develop this campaign, which would include our strategic process, data gathering tools and analysis, strategic recommendation approach etc.

Answer: See answer to Question 1.

39. Question: Page 8 Q9a: We did not find an appendix for the RFP. What documents do you require
that we include in this final section of the RFP?

Answer: There is no appendix to this Request for Proposal.

40. Question: We would prefer to describe our approach to developing an advertising plan and to provide a range of estimates for the media plan. Would our approach, i.e. not including the advertising plan and associated costs, be acceptable to the Pima County Community College District?

Answer: Your approach would be acceptable.