



## **ADDENDUM #2**

**September 3, 2014**

### **RFP15-03 for Integrated Marketing Communications Services Responses to Questions from Applicants**

Re: HACC, Central Pennsylvania's Community College  
RFP15-03 Integrated Marketing Communications Services

From: HACC, Central Pennsylvania's Community College  
John Cooker, e-Procurement Manager  
One HACC Drive  
Harrisburg, PA 17110

To: All Proposers

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This Addendum is hereby made part of the Request for Proposal No. RFP15-03 dated August 26, 2014. The provisions of this Addendum are intended to supplement the provisions and scope of work and/or supersede them where contradictory thereto.

#### **ANSWERS TO QUESTIONS:**

Question #	Question	Answer
1	For clients like HACC who need a wide variety and large quantity of creative and marketing services, we offer retainer pricing options. However, it is difficult for us to recommend the number of hours your may need—and therefore which retainer package is right for you—unless we can better understand the project scope. Do you have a sample list of specific projects that you expect to have produced during this year?	A sample list of projects includes the designing of brochures, postcards, landing pages for the website, billboards and digital ads. It may also include writing radio scripts and handling the mailing of postcards.
2	We are a marketing firm that works with many types of clients, not just those in higher education. Therefore, we have many examples of our work that don't fit neatly into the mold that you describe (integrated plans, specifically for higher education, complete with results data). Would you accept alternative samples, such as integrated marketing communications plans in other industries (such as healthcare), examples of individual projects from higher education for which we have results, and examples of integrated marketing communications plans in higher education that have not yet been completed? We have a portfolio of noteworthy work that we believe is relevant to your RFP, and we would be happy to share it if you agree.	HACC values the importance of higher education experience. HACC strongly desires to enter into an agreement with a high-performing firm that will take our marketing efforts to the next level. Therefore, HACC will accept and evaluate proposals that do not specifically meet the stipulation with the understanding that those firms could lose points in the evaluation process.
3	In your project cost area you asked for fees for strategy and messaging among other items. How can we offer specific fees that will ultimately be weighed in the scoring without knowing the specific scope of the assignment?	Firms should provide a breakdown of costs based on their proposed plan of action.
4	Is the lowest cost proposal ultimately what the College is seeking?	HACC is seeking a high-performing firm that meets the overall requirements.
5	During the last marking RFP round the College made mention of an in-bound marketing framework. What in-bound system is currently being utilized by the College?	The Office of Student Affairs and Enrollment Management uses a prospect management system <a href="#">Ellucian Recruiter</a> , to engage and communicate to prospective students.

Question #	Question	Answer
6	What role does the enrollment management committee have in evaluating research and setting enrollment goals/targets?	This project will be supervised directly by HACC's Office of College Advancement (OCA), including the evaluation of the research. However, OCA works with the Office of Student Affairs and Enrollment Management on a regular basis to ensure the marketing goals align with enrollment goals.
7	What would you identify as the College's most significant achievement last year in the realm of marketing?	The College's most significant achievement related to marketing was the launching of the new brand.
8	Has a budget been established for this RFP?	Yes. There is an established budget for the firm and an established budget for advertising. The College will share the budgets with the firm that is awarded the bid.
9	Will you continue your relationship with your current agency? Is this RFP intended to supplement their efforts?	No. HACC will only have one agency. The new firm will assist HACC with the next phase and incorporate the new brand. The new firm will complement the services provided by the previous firm.
10	Do you anticipate that the "Yours" campaign will live on?	Yes, the YOURS campaign will continue.
11	Can you please provide a bit more detail on the "purchasing of HACC mailing lists" duty?	The firm will assist with researching appropriate mailing lists based on the goals for enrollment.