

#	Question	Answer
1	<p>From what I've read, PBSC seems to be leaning towards hiring an agency in the state of Florida. Would that be a true statement? Our firm is located in Virginia Beach, VA and we have clients all over the country, but between the evaluation criteria and the SWAM statement, it just looks like PBSC is preferring a local firm vs. an out of state firm.</p> <p>Could you give me some idea if that assumption is correct? Or is PBSC fine with out of state agencies responding to this RFP?</p>	<p>The College welcomes proposals from all responsive, responsible agencies regardless of the agency's location. The evaluation criteria provide up to 10 points for proximity to Palm Beach County, Florida, out of a total maximum score of 100 points</p>
2	Can you tell us more about the type of student you consider to be a prospective Palm Beach State College student?	Most students are residents of Palm Beach County. They are more likely to be part-time students and about 2/3 of them are pursuing the AA degree with a goal of transferring to a four-year university
3	Can you please share your national and international targets?	No specific national targets have been identified, though the College is interested in enhancing its image on a national basis; most international students are from Caribbean and South American countries
4	Do you currently work with a marketing and communications agency? If so, who? Will they be responding to this RFP?	The College has no contractual relationship with a marketing and communications agency
5	Why are you issuing an RFP at this time?	To provide the College with expert guidance, creativity and branding strategy to enhance its brand image and position in the competitive marketplace
6	Do you have brand guidelines? Could you please share them?	Yes, the Branding Guide is available at: <a href="http://www.palmbeachstate.edu/crm/Documents/BrandingGuide.pdf">www.palmbeachstate.edu/crm/Documents/BrandingGuide.pdf</a>
7	Please list all public and private colleges and universities you consider to be a conflict of interest with Palm Beach State College in Palm Beach, Broward, Miami-Dade and Martin counties.	Palm Beach State College would consider any and every public and private higher education institution in Miami-Dade, Broward, Martin and Palm Beach counties to be a potential conflict of interest for the agency
8	In the past, what percentage of your budget has been spent in digital marketing vs. traditional media?	The College currently spends 39% of its marketing budget in digital marketing vs. 61% in all other media
9	On page 7 you mention that the agency will be expected to "Attract and recruit students to sustain appropriate increases in enrollment..." Can you clarify how you define what appropriate increases in enrollment are?	Enrollment goals are set annually; current year's goal is a 5 percent increase
10	Much of your current marketing appears to be program driven (i.e. advertising for specific degree programs). Are you looking for a focus on raising brand awareness of the college in general, driving enrollment for specific programs or a combination of both?	The College is seeking first to elevate the brand generally, and secondarily to drive enrollment across the board

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11	The college has switched agencies a number of times in the past few years yet your current RFP seems pretty much identical to past requests. Are you seeking anything different from what agencies have submitted in the past? What is the motivation for changing agency partners?	The College has worked with just two agencies for the last nine years. The current RFP differs from past requests and is reflective of current expectations and objectives. The College is seeking a dynamic partner who can bring creativity and branding expertise to help the College to elevate its image and status in the marketplace
12	What is the ratio of traditional to digital marketing in the current PBSC media plan?	The College currently spends 39% of its marketing budget in digital marketing vs. 61% in all other media
13	Should PPC and social media spend be included in the digital portion of the media budget or is this a separate line item?	Included in the digital media budget
14	What is the PBSC process for tracking leads and conversions? Enrollments?	Digital marketing leads and conversions are tracked through analytics, but the tracking currently does not reach all the way to enrollment
15	What percentage of students come from geographic areas outside of Palm Beach County? and what percentage of the marketing budget is dedicated to reaching these prospective students?	14 percent of students are from outside of Palm Beach County; there is no specific marketing budget allocation dedicated to reaching these students
16	Has there been prior outreach to PBSC to corporations for financial support?	Yes, through the College Foundation
17	How long is the average wait time at admissions on campus and by phone?	Varies greatly depending on time of year and whether "peak" registration is ongoing. It can range from no wait to an hour or more
18	Does the previous advertising spend budget of ~\$650,000 includes Design and Production?	Yes
19	Does the previous advertising spend budget of ~\$650,000 have a specific allocation percentage for media buy only (Online, print, TV, OOH, etc.)?	No
20	Would the winning agency will be required to re-use previous campaign materials beside the standard PBSC branding elements? a. Tag lines b. Artwork & graphics c. Photography d. Printed materials	No
21	Does the PBSC have any advertising single source awards media buys?	No
22	Does the PBSC have an estimated: impressions, views, frequency, and total number of viewers for each media buy to reach its target audience? a. Social Media impressions b. TV frequency and total number of viewers c. Radio frequency and total number of viewers d. Billboards daily views e. Etc.	No

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23	If the respondent is proposing a strategic teaming alliance with another firm or subcontracting specific production services (Video/Audio), is it necessary to provide the PBSC with a legally-binding joint-venture or subcontracting agreement between the two firms or when submitting the formal proposal?	Yes
24	After the selection is made when does the winning agency will begin (Start date)?	Anticipated start is November 2016, pending approval of the proposed contract by the District Board of Trustees.
25	Would we have access to current College photography, can we use stock photography, and/or have a photoshoot?	Agency will have access to current College photography; stock photography use should be minimal; agency can schedule photo shoots
26	Insurance requirements?	The insurance requirements are listed in the Request for Proposal document on page 3 of 13
27	Would we have access to PBSC webpage and social media accounts as well as google analytics? a. Analytics b. Landing pages c. Social Media and online ad design	Yes