

# Question	Answer
1 What is the annual marketing budget?	The annual marketing budget is contingent upon state funding and varies from year to year. For informational purposes only, the advertising agency budget in recent years has been approximately \$650,000. This is in no way a commitment for future years' budgets.
2 Was the completed market research conducted by a firm (if so, which one?) or done in-house?	Marketing research includes data collection conducted by the College in house as well as external surveys of public perceptions and preferences. External research in recent years has been conducted by Profile Market Research of Lake Worth, FL.
3 Re: the scoring of proposals and the Creativity of Messaging and Execution item – is the College seeking proposer processes for messaging creation/refinement, or does it wish to have sample messaging for the campaign included in the proposal?	In the scoring of proposals in the Quality Review Phase, “Creativity of messaging and execution” will be considered based on the provided evidence of previous client success following vendor’s work on similar projects and provided recommendations for improvements of deliverables/process and/or for cutting costs.
4 Does Palm Beach State have an established budget in mind for these services?	Same response as No. 1 above.
5 What is your total yearly advertising budget?	Same response as No. 1 above.
6 What are the heavy registration period(s) (months during the year)?	March through August and October through January.
7 On a national level, what areas of the country have the highest concentration of applicants?	Vast majority of applicants are from South Florida.
8 What degrees/programs (if any) does the college consider its specialty?	Associate in Arts degrees for university transfer; Bachelor’s degrees for associate degree holders seeking advancement; career certificate programs for entry into the workforce. Most popular program areas include nursing and health sciences, business, public safety and child care/education.
9 Is the college growing enrollments in the past 5 years? Can you provide a trend?	College enrollment data and trends can be found at: www.palmbeachstate.edu/panorama .

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10 Is the college losing students directly to a competitive school?	Yes, every prospective student does not enroll here. More Palm Beach County high school graduates enroll at Palm Beach State College than at any other institution. However, the college operates in a highly competitive educational marketplace, and students have many other options.
11 Are there any 'PR' issues that the college needs to overcome?	As an open-access institution, the college is perceived as a less prestigious educational choice as compared to the universities.
12 What is the college's motivation for seeking a new agency?	The College conducts the RFP process regularly to present its marketing needs and provide agencies the opportunity to present proposals for consideration.
13 What is considered "appropriate increases in enrollment"?	Not a specific number or percentage. "Appropriate increases in enrollment" refers to the College's ability to expand its enrollment to support the community's growing educational needs while still ensuring that students can expect a high-quality academic experience and can complete their programs of study successfully.
14 C2bi. What will be judged for "creativity" – the submission or the success stories?	Same response as No. 3 above
15 C2bvi. What is considered "proximity"?	Proximity is the agency's geographic location relative to Palm Beach County to facilitate interaction with the College and familiarity with the competitive local marketplace, media outlets and opportunities.
16 Appendix B #2 What do you define as "financial capability"?	Financial capability is a comparative score of all vendors to assure their ability to provide the needed services for the College without undue burden on the vendor's finances or out of the norm burden on the College's payment practices.
17 Appendix B #5 Is commitment defined in percentage of staffs' time or hours?	Either is acceptable.

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18 What weight, if any, is afforded to certified SBE/WBE Palm Beach County businesses?	There is no additional scoring emphasis placed on these certifications but any firm selected will be required to use a multitude of SBE/WBE Palm Beach County businesses and other diverse resources.
19 How much overall weight is given to agencies with a strong resume in higher education?	See RFP Section C2-c.
20 What information will be provided about current processes in order to make recommendation for improvement?	Information on the project purpose and expectations is in the RFP; proposers should provide recommendations based on their expertise in best marketing practices, as well as their experience in achieving successful outcomes for their clients.
21 What is the college's annual budget for advertising?	Same response as No. 1 above.
22 What is the annual marketing budget for Palm Beach State College (PBSC)?	The annual marketing budget is contingent upon state funding and varies from year to year. For informational purposes only, the advertising agency budget in recent years has been approximately \$650,000. This is in no way a commitment for future years' budgets.
23 Are there advertising and media analytics/metrics available for current or past campaigns, that Green Advertising will be able to utilize in order to prepare an informed advertising and media strategy?	No.
24 What are (current) primary lead generation avenues?	Advertising, web, social media, high schools, recruitment activities, business and community partners.
25 Does PBSC currently using performance tracking to gauge success or engagement of campaigns?	Yes.
26 What percentage of leads are generated through the PBSC website? Are there any mini-sites used for other advertising, and if so, what are the URLs?	Virtually all prospective students visit the PBSC website for information. Microsites used for current advertising are www.palmbeachstate.edu/stories and for health information program advertising www.palmbeachstate.edu/healthinfo .

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27	Does PBSC use search engine optimization as a current advertising strategy?	Not currently used.
28	What are the current enrollment goals? Can you define "appropriate increases in enrollment" as outlined in the RFP?	Same response as No. 13 above
29	Does PBSC use a CRM system to track leads and their path in the admissions process?	Yes.
30	Are there any strategic partnerships (both corporate and public) that PBSC currently has within the geographic area, as outlined in the RFP?	The College has many strategic partnerships with corporate and public organizations in Palm Beach County.
31	Understanding that we want to present strategies to effectively utilize the advertising budget, are there any tactics or strategies that PBSC does not want to pursue, based on past learnings and observations.	No.
32	Understanding that we want to present media strategies to effectively utilize the advertising budget, are there regions (nationally and internationally) that have been identified as successful lead generation/conversion markets?	Palm Beach State College focuses recruitment/marketing on Palm Beach County, which is the College's state-designated service district
33	When does PBSC plan to begin using the new marketing campaign? Fall 2015?	Spring or Summer 2015
34	In regards to printing, how many copies of each "print" piece would PBSC like? <ul style="list-style-type: none"> • For prospective student materials • For employers and businesses • For alumni and donors • For government officials 	RFP does not seek specific print pieces or quantities.
35	How often would PBSC like for the chosen partner to come to campus for meetings?	As often as needed for marketing planning, production and/or presentations.