Questions and Answers

Please make the following changes/modifications to the subject bid:

Below you will find the questions submitted by potential bidders and we have provided answers to all questions submitted prior to the specified deadline.

NOTE: The BID opening date has not changed.

Instructions to Bidders:

Each proposer must acknowledge receipt of any addenda to have his/her bid or proposal accepted.

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<tr>
<th>Questions</th>
<th>Answers</th>
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<tr>
<td>1. Enrollment seasonality -</td>
<td>Fall is the largest enrollment; we serve about 1,000 teachers per year in the HEOs (non-credit courses), a much higher number than served in credit courses.</td>
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<td>- What do you consider peak season for each program? IE: more registration in fall vs. summer? IE: training certificates, professional development vs. associates?</td>
<td>See above; we offer online, hybrid and face to face course formats. Our goal is to fill all classes, but we will run a class with 12 students (minimum) if taught by a fulltime instructor. Maximum capacity for our HEO/non-credit courses is 25 students. We offer a minimum of 40 HEO courses per year. You can visit this website to view our current HEO/non-credit course catalog: <a href="http://www.palmbeachstate.edu/ieece/documents/2019IEECCourseCatalog.pdf">www.palmbeachstate.edu/ieece/documents/2019IEECCourseCatalog.pdf</a></td>
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<td>2. What is your current enrollment vs enrollment goal by program?</td>
<td>Maximum capacity for our credit courses ranges from 25 – 35 students.</td>
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<td>- Do you have separate online vs on-campus enrollment goals? What are they?</td>
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<td>- Do you have a max capacity for enrollment? If so, how much by program?</td>
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3. Can you list out your existing enrollment by demographic?

For Example:
- Child Care intendees / First-time applicants
- Existing childcare providers / Educators / Trainers
- Nannies / Homeschooling Agencies / B2B referrals

Based on a workforce survey we completed in 2015, most of our existing enrollment are existing childcare providers that work in center-based programs.

Please visit the website below to view the annual report – www.palmbeachstate.edu/ieece/Documents/2015WorkforceStudy.pdf

We have been meeting with other local non-profit organizations that work with children from birth to five to train their staff on best practices in early childhood education.

4. Are all programs offered at all campuses? Do you see higher enrollments at certain campuses? Why?

Yes; highest enrollment under the Lake Worth campus umbrella because that is where most teachers work and live.

5. What specific tactics or strategies are you doing with the existing agency partners? What is working? What has not?

Collaborative teaching and learning; leadership meetings; sharing of offerings.

6. Is this the web environment you’re looking to enhance or are you looking to create a new environment that is more lead gen focused?

We are looking for innovation, but also must be cognizant of what is permitted within the College’s policies and procedures.

https://www.palmbeachstate.edu/ieece/training-dept/training-info.aspx

7. Website enhancement - Are you looking for a consultation or fulfillment of enhancements?

Consultation

8. Creative collateral - Do you have existing creative assets to be utilized or enhanced throughout the campaign? (IE: Photos, Video etc.)

Yes

9. Competitors - Who are the institute’s top local competitors? Who are the institute’s top online competitors?

We are the County’s professional development center for early childhood, especially those within the quality rating system. Competitors might include independent training agencies; national online training concerns; state online training concerns.
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<td>10.</td>
<td>Please clarify &quot;Website Enhancement&quot;. What are the goals of this portion, how many pages, etc.?</td>
<td>Web enhancement includes but is not limited to innovation to increase traffic to our landing page and other pages. It also includes more interactivity, ease to locate and access information. Also, redesigning our current e-newsletter and email communication to students and other stakeholders.</td>
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<td>11.</td>
<td>Please clarify your budget. Is the stated $25,000.00 to include all requested services, or is that a per-service maximum?</td>
<td>The budget of $25,000 is all-inclusive for the entire project for the term of the service requested.</td>
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