



Dallas County Community College District

September 16, 2019

ADDENDUM NO. 1

RFP-2019-10 BRANDING SERVICES
District Office

Opening Date: September 23, 2019
2:00 p.m. (CST)

Please take note that the above referenced Request for Proposals is amended as follows to answer questions submitted by Companies as of September 13, 2019:

1. What is the overall budget for this project?
 - * The budget has not been allocated for this project at this time.
2. What is the budget allocation for the “Culinary & Hospitality Institute” initiative versus the “Move to One College” initiative?
 - * The Culinary and Hospitality Institute does not have a specified portion of the budget, but the District expects this project to be much smaller than the larger Move to One College project.
3. Should the branding for the culinary and hospitality institute be treated as a separate scope of work? Or should it be included within the overall branding work?
 - * The scope of work for the Culinary and Hospitality Institute project should be treated as separate.
4. Do we have the option to choose between submitting an electronic or a hard copy of our proposal?
 - * At this time, you do have the option. The District would prefer to have the submission through the Jaggaer system.
5. Will you provide all the research on the target audiences to help us better develop the strategy?
 - * Yes.
6. Have key messages and branding content been developed? If so, will you share them so we can recommend how to best to implement them in the marketing/communication plan?
 - * The District has an established advertising campaign that uses the tagline *Education That Works*. The District would like to continue using that tagline for external audiences. Other than this tagline, the District has not yet developed key messages or branding content for this project.
7. In lieu of an established credit history, is there anything else a company can provide to showcase credibility?
 - * The mandatory requirements are listed on page 36 and 37 of RFP-2019-10 Branding Services.

8. Pertaining to Proposal Requirements, 4. Submittal of Proposal in electronic format: If we submit both our Technical and Cost proposals through the Jaggaer eProcurement system, are we still required to also submit (1) original, and three (3) hard copies, or are the physical submissions optional?
 - * As stated on page 8, number 5, Hard Copies are “Optional.”
9. Pertaining to Project Scope and Documentation, 2. Branding: Culinary & Hospitality Institute- Based on the deliverables, is this constructed as an enrollment campaign? If so, what are your enrollment KPIs against each of the three audiences and what constitutes success?
 - * This is an enrollment and awareness campaign. The new location of the Culinary and Hospitality Institute would like to have 1200 students enrolled at this location within 2-3 years of launch. At this point, there is not an enrollment goal for the foodie/community classes.
10. Recognizing the RFP in total, is this section standalone or is complimentary to the overall messaging strategy of the college?
 - * The Culinary and Hospitality Institute marketing plan is a standalone project.
11. When will classes become available at the North Dallas location?
 - * The District believes the location will open in January 2020 for the community/foodie audience and March 2020 for for-credit, semester classes.
12. Pertaining to Project Scope and Documentation, 3. Part Three – Internal Announcement Campaign: Is creative concepting part of this RFP knowing creative production will be handled by the in-house agency? For example, for the promotional video for the employee audience are you looking for us to provide a storyboard and script?
 - * Storyboarding and scripting will be handled by our creative production agency and are not included in this RFP.
13. Pertaining to Project Scope and Documentation, 4. Part Four – External Announcement Campaign: Can you please further define what creative assets will be required by the District’s in-house creative team?
 - * The District’s in-house creative team will need any and all assets to continue to produce creative once the contract with this branding agency ends.
14. As mentioned above, is creative concepting part of this RFP knowing creative production will be handled by the in-house agency? For example, for the TV ad are you looking for us to provide a storyboard and script? Or, as another example, for outdoor, would the awarded agency design outdoor boards, but final production and printing would be handled by the in-house team?
 - * The District would not need the agency’s assistance with storyboarding and scripting for the TV ad, since this will be handled by the District’s creative production agency. The District would want the awarded agency to work hand-in-hand, as necessary, with our creative production agency. The District would want the awarded agency to provide design for outdoor boards, but the District will be handling production and printing in-house.
15. Typically for projects like this, how much time would the creative production company and/or in the in-house team need to finalize provided creative (assuming we’re handling concepting and handing over files for production)?
 - * With a project of this size and scope, there would be many levels of approval. The speed of their approval would vary, but we would hope to be able to turn around approval quickly, since the timeline for this project is short.
16. Are you expecting to see any case studies as part of our response?
 - * Including case studies as part of your response would be helpful.
17. Who conducted the market research you are referring to in the RFP?

- * The District has contracted Public Information Associates, a Dallas-based company, to complete the brand awareness project.
18. Are you looking for hard copies of this proposal? Or is it due via ebid? The RFP seems to be requesting both.
- * There is a preference for the submission to be via the procurement solution Jaggaer. If your company cannot submit via Jaggaer, then hard copies as detailed in the RFP, must be submitted by the deadline.
19. For clarification, can you confirm that in the Project Scope and Documentation there are two different projects: One project to master-brand all the existing colleges under one umbrella? This project includes distinct deliverables and timelines described in Part One – Part Five. A separate project and timeline focused on a marketing and communication plan for the new Culinary & Hospitality Institute location?
- * Yes, this is correct.
20. For the Culinary & Hospitality Institute new location launch: Should efforts be targeted only at the new location? Or should the plan encompass both locations?
- * The plan should encompass both locations, but driving enrollments at the new location and awareness of the new location is a major priority.
21. Will there be website deliverables as part of the marketing/communication plan? Wireframe? Content?
- * No.
22. What other digital and print elements should be considered as part of the plan?
- * The District would like recommendations on how best to promote the Culinary and Hospitality Institute's new location.
23. Can the newly contracted agency take part in the October focus groups?
- * The agency could observe and offer suggestions for added questions in the focus groups, if they are scheduled in a timeframe that makes that feasible.
24. Per section 3.1.3 do you have an estimate on the timing duration for the District's internal approval process?
- * The District hopes to move this along quickly, but we recognize that a project of this magnitude may require multiple levels of approval.
25. Per section 3.2.1 regarding Brand Voice – beyond research and written brief will there be additional production deliverables?
- * No.
26. Per section 3.3 will any website updates and/or content development (digital or print) be part of the deliverable for the internal announcement campaign?
- * The District in-house web team will handle web development, web design and internal newsletters. The agency's assistance with the direction that content should take and samples of how to inform internal audiences would be helpful.
27. Per section 3.4 will any backend website updates be part of the deliverable for the external announcement campaign?
- * No. The District in-house web team will handle website updates.
28. Per section 3.5 will any website updates and/or content development be part of the deliverable for the campus announcement campaign?
- * The District in-house web team will handle web development, web design and internal newsletters. Campus-based employees and students would be treated as internal audiences for the purposes of the distribution of web and newsletter content. This piece of the project is focused more on signage, print materials, etc. that would be needed on the campuses.
29. Do you have goals and metrics established for the umbrella branding i.e. new student enrollment, site traffic, awareness etc?

- * The District does not have metrics established for the branding at this time.
30. Do you have goals and metrics established for the launch of the new Culinary & Hospitality Institute i.e. enrollment, capacity objectives, awareness etc?
- * This is an enrollment and awareness campaign. The new location of the Culinary and Hospitality Institute would like to have 1200 students enrolled at this location within 2-3 years of launch. At this point, there is not an enrollment goal for the foodie/community classes.
31. Is the Dallas County Community College District in a growth mode or maintenance mode in terms of its campuses? Are there certain campuses that warrant additional focus or messaging?
- * The District's enrollment increased by 1.33% for Fall 2019, with significant enrollment increases for 4 of our colleges and small decreases for 3 of our colleges. All of the colleges will be coming under the same umbrella as one college with seven campuses, so they will all require new messaging and a different focus than they previously had.
32. With the current website – what are your biggest barriers to achieving your objectives: content, reach, accessibility, website functionality?
- * The District has a web team that handles all of these areas.
33. Who are your key audience segments in priority order? How would you characterize each group?
- * In general, the District targets non-consumers of education (those who don't think college is for them), the traditional straight out of high school student, and adults 25+ looking to change careers or turn a job into a career.
34. How would you characterize your existing Brand Personalities? Are you happy with elements of any of them? Insights beyond the tagline?
- * The District has not done a good job of defining our brand personalities in the past.
35. Is the existing website currently managed in-house or outsourced?
- * In-house.
36. What in-house capabilities will the Vendor be partnering with as part of the project? Creative design, media buying, print material creation, website mapping, website content development?
- * In-house, we have creative design (for out of home, digital and broadcast), advertising planning, web design, web development, content writers, etc. The District works with agencies for brand awareness research, TV/radio production and media buying.
37. What marketing tools have been used successfully in the past? Will you want to continue with them?
- * If the question here is about marketing tactics, the District has used search engine marketing, organic search, paid social, organic social, digital display ads, remarketing ads, device ID targeting, billboards, radio, TV, print, etc.
38. Are there tools – website, social media, print that you are not interested in pursuing or deem ineffective?
- * Not necessarily. It depends on the tool and it depends on the audience.
39. Are you open to using paid media to reach your objectives? What are your parameters?
- * The District is open to using paid media to reach objectives, additional information will need to be provided before parameters are set.
40. Is there any market research (beyond what is shared in the RFP) that is relevant to the RFP and can you share the results?

- * The District is working with a brand awareness agency that is currently in the process of conducting marketing research around our brand names. This research will be shared with the branding agency.
41. For paid media, how much should be focused on Dallas County vs surrounding Counties vs National?
- * The majority would be Dallas County-focused, with perhaps a small amount of advertising in surrounding counties. No national.
42. Whether companies from Outside USA can apply for this? (like, from India or Canada)
- * All companies are welcomed to submit responses.
43. Whether we need to come over there for meetings?
- * Meetings will need to take place in person on occasion and may also be conducted via conference call.
44. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
- * Most of the task require services to be performed insider the District's servicing area.
45. Can we submit the proposals via email?
- * As mentioned before, electronic submissions will only be accepted through the procurement system Jaggaer.
46. In order for us to recommend the best mix of services that will fit your college's needs, can you provide us with a budget for the project?
- * The budget has not been allocated for this project at this time.
47. Is there additional market research beyond what is listed in the RFP that the college has recently done that would inform this project?
- * The District is working with a brand awareness agency that is currently in the process of conducting marketing research around our brand names. This research will be shared with the branding agency.
48. Does DCCC currently have a brand and messaging strategy that the college district wants to continue to use?
- * The District is currently using the tagline *Education That Works* and would like to continue to use that tagline.
49. Do you have a brand guide or style guide from each of the colleges that you could share?
- * The District's style guide is outdated and has not been updated with the current *Education That Works* tagline.
50. Can the bid be fully submitted through "Jaggaer", or must a hard copy also be sent?
- * Yes, the proposal can be fully submitted through Jaggaer, no additional hard copies will need to be submitted.
51. Will DCCC provide us a library of images to use in our designs? Is DCCC interested in Interact doing any photography/original video?
- * Yes, the District can provide a library of images. We are also able to provide stock photography. And, we may have an interest in having assistance in providing photography.

There are no further changes/additions at this time. If there are any questions concerning this request for proposal, email Dcccbidnotices@dcccd.edu, with a copy to CReyna@dcccd.edu. No phone calls will be accepted.

END OF ADDENDUM