# RFP #798-18
# Digital Marketing Strategist & Community Engagement Manager

**Addendum 001**
**Issued May 3, 2018**

1.      Under Digital marketing strategy it is stated "Develop and implement comprehensive social media marketing strategy to serve overall college and campus goals."  What are the overall college and campus goals? For example, additional commitment from the community or increase applicant submissions.

To increase enrollment is the number one goal. See the College's strategic plan at
https://coloradomtn.edu/about-us/vision-mission-values-principles/

- Campus goals: to increase overall enrollment and fill residence hall to create a vibrant and sustainable campus community.
- To increase enrollments in the flagship programs: Ski Area Operations, Avalanche Science, and Outdoor Recreation Leadership.

2.      What is the budget for this solicitation?

To be determined.

3.      Is there an incumbent? If so, who?

Yes, Socially Queued, Inc.

4.      Why is this going out for bid?

College policy requires competitive bidding for services over $25,000.

5.      Is preference given to a person or agency in the local community?

There are no preferences.  Decision will be based on best value based on the criteria stated in the RFP.

6.	How many times per month are you hoping to meet with the selected vendor face-to-face?

Face to face meetings to be scheduled every six to eight weeks. Vendor ability to be present for specific campus events (occurring, on-average, once per month) preferred.

7.	Is the website optimized? If so, can you provide us with the latest ranking results?

Would need more information to answer this. Yes, we have optimized for certain terms and programs. But we would need to know more about what ranking results are being requested, whether at program level, competition with other institutions, keyword phrases, etc.

Please note, vendor is responsible to provide services to the Leadville Campus of Colorado Mountain College only — not the entire college. The overall management of Colorado Mountain College webpages is the responsibility of the central Marketing department.

8.	Do you have someone who regularly checks the site for updates, bugs and bad links?

Yes

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9.	What is your editing/approval process?

Blogs and website copy to be approved by Leadville Campus marketing liaison prior to posting. All other posts, tweets, etc do not require approval prior to going live. Social media channels are monitored by CMC marketing staff.

Website: certain pages can be updated without review, but this would also need to be in conjunction with any SEO efforts being executed by Central Marketing.

10.	How fast can requests be turned around if events demand quick response?

Digital Marketing Strategist & Community Engagement is in constant communication with Leadville Campus Marketing Liaison who will respond to requests as quickly as possible but vendor must be able to work independently and be resourceful.

11.	What has been your biggest challenge with their social media content to-date?

Obtaining relevant, new, fresh content.

12.     The RFP gives the impression that the vendor would be running your web site and four different social media channels, with constant creation demands and updates, including photo and video creation and editing. If so, how often would you expect social media channels such as the blog to have new content? Is it every day, three times a week, etc.?

Please note, vendor is responsible to provide services to the Leadville Campus of Colorado Mountain College only — not the entire college. The overall management of Colorado Mountain College webpages is the responsibility of the central Marketing department. Vendor must be available to provide specific project-based website work as requested including updates, copy and visual content.

CMC relies on the Digital Marketing Strategist & Community Engagement Manager's professional judgement on frequency of new content per media channel necessary for optimal social media presence.