



## RFP #815-18 Digital Advertising Management

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**Addendum 001  
Issued September 5, 2018**

1. What out-of-state markets do you have in mind?

Top 16 states outside CO for Fall 2018 apps are listed below. We have historically concentrated in: MI, IL, WI, CA, MN, PA, NY

Texas

Michigan

Illinois

Wisconsin

California

Minnesota

Florida

Indiana

Pennsylvania

Missouri

Nebraska

New York

Kansas

Ohio

Arizona

2. Are you looking for Search Engine Optimization as part of this project?

No. That is done in-house, but open to contractor advising on this.

3. What are the 8-10 general academic program areas?

Some of these fall into interest area clusters:

- Ski Industry programs
  - Ski Area Operations
  - Ski and Snowboard Business

- Avalanche Science
- Hospitality
- Culinary (3 programs)
- Business (bachelor's)
- Sustainability Studies
- Environmental programs
- Outdoor programs
- Photo/New Media programs (Isaacson School)
- Nursing (BSN only)
- Fire Science

4. Do you have landing pages for the 8-10 academic program areas?

Not for most. We drive traffic to the specific program pages.

5. Are there any digital marketing components that you are currently running? If so, what is working well for you? What has worked well for you in the past?

Not at this time, but are gearing up for the recruiting season. In the past, a combination of OOH, online banner and paid search has worked well, with the best measurable results coming from paid search.

6. Would you like to include web personalization in this strategy?

We would entertain this if it makes the most efficient use of our budget to increase inquiries and apps.

7. What feeder businesses or schools do you draw from?

The only significant feeder businesses are in-district. This campaign would primarily focus out of district. Feeder high schools are mostly Front Range Colorado. There is not a significant concentration of out of state high schools. A detailed list can be provided upon award.

8. In the RFP, the leads and applicants are provided in the same pool. Are you able to provide us with the breakdown of?:

a. What size is your current lead pool?

For the year reported in the RFP, the number of leads and apps was approximately the same. Due to a staff absence and change in systems, we are unable to provide this info for fall 2017.

9. Is the budget provided monthly or for the entire length of the campaign?

This budget is for the entire campaign, approximately 9 months.

10. Can you please provide the high-level screen shots, static GA reports, and other relevant reports listed as available upon request?

See addendum.

11. Will the agency selected need to create creative across all the channels listed for each program area? Or do some need more social, others more display, etc.?

We don't expect creative for every program, but would need display creative for 4-5 program clusters (e.g., outdoor, environmental, etc.)

12. In addition to the campaign strategies already in place, do you have campaign creative aligning to these strategies or is that entirely the agency's responsibility?

WE have some creative available, and are currently adding some short form videos. But anticipate that most creative would be provided by the agency that is awarded the Creative RFP (separate bid and contract)

13. Aside from other local colleges, is there a specific college or number of colleges that you are competing with?

Competitors generally include our focus on active lifestyle, environment and outdoors. This is true in-state and out. Out of state example: Montana State.

14. Are you able to send any of the materials listed under "Available to selected partner" or provide any insights into them? With some visibility, we could put together a very detailed, CMC specific proposal.

Some of this is shown in the addendum. CRM dashboard will provide analytics for inquiries and applicants, with filters by: demo, campus, program, home location, lead source, etc. Selected partner will not have access to the live CRM, but can request configuration of dashboard reports, sent at desired intervals. Other information listed as "available to selected partner" is proprietary, but can be discussed in more depth during a finalist interview.

15. Is there prioritization among the certificates and degree programs? How many are included in this RFP?

See #3 above. Priorities will be determined by final enrollment reports, due late in Sept.

16. Does Colorado Mountain College have a budget for agency and management fees?

Yes.

17. Is the \$170K-\$190K media budget for all certificates and degree programs?

Yes, and brand awareness, as possible.

18. In Section III: Instructions to Bidders, it states that bidders are required to attend a job walkthrough and include their names on an official sign-in sheet to be eligible to bid. Does this RFP exclude non-local bidders?

Per the Timeline, there are no job walkthroughs scheduled or required.

19. Advertising creative is typically included as a component of our digital advertising services. For the purpose of this RFP, should we remove advertising creative from our proposal response to RFP-815-18P and include it within a separate proposal for RFP-816-18P?

Yes. Submit this separately, but note the dual submission in both bids.

20. As mentioned in the RFP, can you please provide high-level screenshots or static reports of Google Analytics and other relevant reports?

See addendum.

21. Do you have an incumbent agency and if so, can you share who it is?

You may see awarded bids at <https://coloradomtn.edu/contact-departments/purchasing/bids-rfp-rfi-rfq/>.

22. Are you essentially asking for a spec media plan or a recommended media mix?

We are asking the agency to provide a plan that includes a recommended media mix, as well as providing guidance on best practices for conversions (i.e., landing pages, follow up communications, etc.). Many of these tactics will be completed in-house, but the college may request the agency's assistance with additional tactics in a separate scope, if not in the scope of this project.

23. Can you please describe the College team structure that will interface with the agency on a regular basis?

Our small but mighty team is: Dir. of Marketing, Web Editor, Marketing Editor (print and social), Brand and Marketing Coordinator (part-time). Most interface will be with the Director and Web Editor. We also work closely with the staff member who oversees the implementation and management of the CRM.

24. What programs are a priority or that are covered under your stated media budget?

See #3 above.

25. Are marketing landing pages managed outside of the CMC in a third-party platform or under the control of an agency partner?

Currently landing pages are published on the college's WordPress .edu site. We do not have the ability to hold pages for review, so all changes would go live before review. This would require a high level of trust and communication, but the college is open to this option, or to using

a third party platform brought by the agency. CMC would add new pages to the site (admin level) before granting privileges for agency editing/publishing.

26. How are you currently measuring / establishing attribution? Are you using last click or a mixed model to include assisted conversions?

In the past year, we implemented the first phase of our CRM. Direct measurements of conversions from click to enrolled are on the road map, but are not yet in place. We hope to have this tracking in place during the next 4-5 months. Otherwise, we are using Google analytics to gauge traffic and conversions.

27. Are you able to provide a list of programs that historically enroll quickly / programs that need additional assistance?

Our priority list answered in #3. Programs that fill quickly are not on this list because they don't need additional support.

28. How is enrollment by campus weighted? Is it equally? Are there specific goals by program, by campus we should be aware of?

The programs in #3 represent several campuses. Increased enrollment first at Leadville, then at Steamboat Springs are priority.

29. How are you currently measuring brand awareness?

We are not currently measuring this. The last survey was done in 2016. Since this is a large expense, we have not repeated the survey, but are open to less expensive ways to monitor ongoing.

30. How are enrollments pacing for Fall 2018?

Though applicants were up, enrollments stayed flat. Some gains in programs with extra advertising focus.

31. Are you able to provide GA screenshots for the paths listed below? All reports would be ideal - but please feel free exclude any you wouldn't prefer to share.

- a. Audience → overview
- b. Audience → geo → location
- c. Acquisition → overview
- d. Acquisition → source / medium
- e. Conversions → goals → overview

See Addendum. Note that due to new system, application conversions measured "click on application page," not application completions. We hope to have this fixed by end of 2018.

32. Can you please provide some details on what is included in your independent brand research? For examples does it provide information on:
- a. Creative
  - b. Specific Programs, Degrees and Certificates
  - c. 2 yr. vs 4 yr. programs

Our most recent brand research was done in conjunction with our brand refresh, launched in May 2016. The research focused on awareness and perception, not on programs. With the brand launch we also launched a multi-media campaign, based on the stories and brand pillars at [dosomethingmajor.com](http://dosomethingmajor.com)

We have continued in this vein, but have also developed messaging without the stories.

33. What constitutes a lead? Is a lead a phone call, a form fill, open house visit, application for admission, etc.?

A lead is a prospect (inquiry or applicant) that makes it into our CRM. Staff are using CRM to enter info from phone calls as well as other intake methods. The info and application forms on our website create records on the CRM.

34. Where do you typically draw current students from? Can you please provide specific High schools, cities, websites, events, careers and partners?

Outside our district, our biggest pool is from Denver Metro, with strong apps from Ft. Collins, Boulder and Colorado springs. Grand Jct. is also growing. Out of state areas are listed in #1. Specific high schools and DMAs can be provided to the selected partner.

35. What are the specific lifestyle behaviors that are typical for your students or the priority programs you want to promote?

Generally, non-motorized recreation (mountain biking, hiking, climbing, skiing, etc.). Also personal health, nutrition and fitness. There is a growing value for sustainability and environmental awareness.

36. Would you allow us to place a conversion or tracking pixel on your website?

Yes.

37. Is there a current CMC database, or multiple databases that are available to the selected partner? If so, can you please clarify how they are organized? (Alumni, inquired, continuous education, etc.) In addition, does the database include email addresses and physical addresses?

We have databases of: alumni, stop out students, current students, prospects. These would be available upon request, and pulled by CMC staff, not available on a live site. They would also be subject to privacy considerations and laws such as FERPA.

38. What marketing strategy has provided the highest ROI in the past? Have any efforts been identified as ineffective?

Paid search has yielded the most direct, measurable result, but as we have run this in tandem with display advertising, our inquiries have continued to increase. In Denver metro, we also saw growth in awareness with online tactics combined with offline OOH tactics such as billboards. Social media (mostly Facebook) had high click throughs w/ low conversions.

39. How do you currently track leads? Do you have an applicant tracking system? If a prospective student places a call to CMC, do you ask where that lead was initiated?

This is done through our CRM, implemented in the past year. Staff at all locations have been trained to enter prospects and applicants in this system.

40. Where do you traffic searches/where are you driving conversations? Is there one destination (the CRM) or does this vary by program/accreditation?

Not sure of the question. All communications for all programs are tracked in the CRM. Depending on the program, we provide deeper or more targeted levels of information on the front end. Some programs are so popular that they don't need promotional support.

41. Can we please have access to current/historical admission numbers per priority program?

This is available, primarily for current numbers, as we transitioned from an old system in the past year.

42. What is the average time spent on site per visitor?

In 2018 – 3:02 see addendum.

43. Do you feel your brand research completed three years ago is still relevant?

This was broad enough that we believe it reflects current students and is still viable for making marketing decisions.

44. Given results from your Annual Student Data Report Dashboard are you looking to skew your targeting towards female students or evenly distribute your target between genders?

This mostly depends on programs, but we would like to achieve a better male/female balance in Leadville, increasing female participation.

45. Can you please define the following terms from your Annual Student Data Report that pertains to residency status:

- a. In-District? (within CMC's six-county taxing district – lower tuition rates)
- b. Out of District? (includes three counties in CMC's service area, in-state and out of state)

- c. Non-Credit? (Not residency based. this is largely continuing education, and not the focus of digital marketing efforts.)

46. Are all entities (small business, large corporation, non-profit, etc.) eligible to apply?

Yes.

47. Is there any weighted scoring for applicants that are small business/minority owned?

No.

48. Why is now the right time to pursue this project?

We have strengthening brand perception and awareness, strengthening programs and industry partnerships, and capacity to increase enrollment.

49. Have you worked with an agency before? What worked well, and what didn't?

Yes. As noted on #40 a combo of display, PPC and OOH worked well. Our challenged has been to get creative that sets the college apart. We had some decent exposure and clicks from Spotify and Pandora (audio combined with visual ads).

50. How was the media budget you've shared determined?

By the resources available, and the need to put more advertising budget into measurable tactics than traditional, non-measurable tactics.

51. Have you launched digital media campaigns in the past? What were the spend, timing, and media mix for those campaigns?

Media mix as in #40 and 51 above. Spend was about the same. For several years we managed this in-house. When using an agency, timing was usually launch in January, which is later than optimal. Usually reduce spend during the holidays until after Christmas.

52. Have you experienced success in past campaigns with a similar amount of spend that has been allocated for this effort?

Yes. Obviously, we could spend more and gain more, but this is what we have to work with.

53. What types of offline media are you hoping to consider for the campaign? Traditional TV, radio, environmental, etc?

Only OOH, especially considering the 17-25 target demo.

54. What percentage of leads result in an application?

Because of a staff absence, this information is not available at this time. 42% of applicants collegewide convert to enrolled students.

55. What media was used to support 2017 & 2018 plans?

See #40 and 51 above. We also used social media (Facebook promoted posts) with mixed results.

56. Historically, what media type has produced the most leads?

PPC

57. What media type has resulted in the most efficient ROI?

PPC

58. We'd like to see Google Analytics screenshots from select pages, including:

- Acquisition
- Channel
- Source Medium
- Referral
- Audience
- Demographics
- Interests
- Whatever other information you're willing to share

See addendum. Note that due to new system, application conversions measured "click on application page," not application completions. We hope to have this fixed by end of 2018.