COLORADO
MOUNTAIN COLLEGE

RFP #816-18
Creative Advertising

Addendum 001
Issued September 5, 2018

1.   Could you let me know how I can attend a job walkthrough?

The Timeline does not have a walkthrough scheduled or required.

2.   Is there an incumbent creative agent?

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

3.   What would you say is your primary communications challenge? Lack of awareness or lack of conversion?

Lack of awareness and misperceptions, especially for the creative. Conversion seems to be a challenge farther down the process.

4.   When can we receive Google analytics data on past efforts as well as prior creative examples?

Google analytics are in the addendum. Prior creative is available to selected partner. For display this was either static or animated art, no video. An example of the creative direction of our awareness and perception campaign for 2016-17 is at: dosomethingmajor.com

5.   Is there any data on success of specific media channels in the past?

Yes, we can make these reports available to the selected partner.

6.   Should we assume that the $30K budget is "all in" inclusive of new assets development (photography, etc) for the campaign?

We do have a budget to develop assets that might be repurposed for other uses, about $10K more for this.

7.   If so, is it possible to review the existing assets library to determine if the library is sufficient to address visual requirements for the campaign?

Existing assets are within CMC network. Our website and Instgram give a good idea of what we have—breadth and quality. We have a photo library of approximately 12K images + broll. Plans are to develop this much more this fall, but the shooting schedule may not sync with the RFP award.

8.   Given that a clear media plan doesn't yet exist, with identified creative assets needed, is it acceptable to present a phased budget with initial planning, strategy and concepting ,and then a not-to-exceed creative development budget for remaining funds to address whatever actual final ad deliverables are determined during the media planning process?

Yes, that would be fine.

9.   Describe the college team we would be working with as we develop creative.

Primary contact: Marketing Director with input from Web Editor and Brand/Marketing Coordinator.

10.   How did you come up with the $30K budget?

This is what we were able to allow within our annual budget. We realize there are several dependencies, like creating assets that could be repurposed, so there is some room for additional production.

11.   Are you also looking for video production capabilities?

Not with this scope, but this could be added, depending on the solution. We also have in-house and out of house sources for this.

12.   Can you clarify whether you want to increase leads or applicants by 20%?

Applicants.

13.   What is your average conversion rate on leads?

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

14.   Can you confirm whether the target programs/degrees promoted through this campaign would be the same as last year?

Similar, with some small changes:

- 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

15.   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

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

16.   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.

17.   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.

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

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

19.   Can you please be more specific about where your out-of-state geo targets are?

Top 16 states outside CO for Fall 2018 apps are listed below from most to least. 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

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

Yes

21.   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. Mailing addresses are available for many, with the most accurate records for prospects and current students. This info would also be subject to privacy considerations and laws such as FERPA.

22.   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.

23.   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.

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

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.

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

This will be available, primarily for current numbers, as we transitioned from an old system in the past year. Generally, for strong enrollments our programs don't exceed 70 applicants per program, though there are a couple of exceptions for popular programs which we don't advertise.

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

3:02 See addendum for Digital Marketing RFP 815-18P.

27.   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.

28.   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.

29.   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.

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

Yes.

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

No.

32.   Have you worked with a creative agency before? What worked well, and what didn't?

Our challenge has been to get creative that sets the college apart and amplifies our brand. We had some good awareness and clicks from Spotify and Pandora (audio combined with visual ads). We also need to make gains on non-branded search. We realize that branded search needs to be in the mix, but we are hoping to put most of our PPC budget toward prospects who don't know about us vs. those who are already aware and find us and our programs through organic search.

33.   Who would be the day-to-day contacts that we'd work with, and who are the key decision makers?

Primarily the Marketing Director, with input from other Marketing staff (3).

34.   How was the budget you've shared determined? Is additional budget available if recommended by the selected partner?

By the resources available, and the need to put more advertising budget into measurable tactics than traditional, non-measurable tactics. Other resources might be available, especially if the assets created can be repurposed.

35.   Is the messaging you have in-house strategic positioning, or is it creative messaging?

Not sure what is meant by "in-house" messaging. Our creative primarily follows our four brand pillars, so is strategic. But we hope it is also creative and compelling!

36.   Is the messaging segmented by audience?

Yes, generally 17-25 year olds. Also separate messages for parents. In-state and out state are mostly the same, though some messages in the collection are more appropriate for out state.

37.   In the past, how often have you refreshed creative assets during the campaign for new rotation?

Underperforming assets have been refreshed once. A few new assets have sometimes been created to respond to new market opportunities. Most assets have run the length of the campaign when there are enough for a good rotation (e.g., 4-6 options for general branding).