

RFP15-03 for Integrated Marketing Communications Services
Responses to Questions from Applicants

Question #	Question	Answer
1	For clients like HACC who need a wide variety and large quantity of creative and marketing services, we offer retainer pricing options. However, it is difficult for us to recommend the number of hours your may need—and therefore which retainer package is right for you—unless we can better understand the project scope. Do you have a sample list of specific projects that you expect to have produced during this year?	A sample list of projects includes the designing of brochures, postcards, landing pages for the website, billboards and digital ads. It may also include writing radio scripts and handling the mailing of postcards.
2	We are a marketing firm that works with many types of clients, not just those in higher education. Therefore, we have many examples of our work that don't fit neatly into the mold that you describe (integrated plans, specifically for higher education, complete with results data). Would you accept alternative samples, such as integrated marketing communications plans in other industries (such as healthcare), examples of individual projects from higher education for which we have results, and examples of integrated marketing communications plans in higher education that have not yet been completed? We have a portfolio of noteworthy work that we believe is relevant to your RFP, and we would be happy to share it if you agree.	HACC values the importance of higher education experience. HACC strongly desires to enter into an agreement with a high-performing firm that will take our marketing efforts to the next level. Therefore, HACC will accept and evaluate proposals that do not specifically meet the stipulation with the understanding that those firms could lose points in the evaluation process.
3	In your project cost area you asked for fees for strategy and messaging among other items. How can we offer specific fees that will ultimately be weighed in the scoring without knowing the specific scope of the assignment?	Firms should provide a breakdown of costs based on their proposed plan of action.
4	Is the lowest cost proposal ultimately what the College is seeking?	HACC is seeking a high-performing firm that meets the overall requirements.
5	During the last marking RFP round the College made	The Office of Student Affairs and Enrollment

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	mention of an in-bound marketing framework. What in-bound system is currently being utilized by the College?	Management uses a prospect management system Ellucian Recruiter , to engage and communicate to prospective students.
6	What role does the enrollment management committee have in evaluating research and setting enrollment goals/targets?	This project will be supervised directly by HACC's Office of College Advancement (OCA), including the evaluation of the research. However, OCA works with the Office of Student Affairs and Enrollment Management on a regular basis to ensure the marketing goals align with enrollment goals.
7	What would you identify as the College's most significant achievement last year in the realm of marketing?	The College's most significant achievement related to marketing was the launching of the new brand.