



Addendum No. 1  
Issued June 26, 2025  
Digital Advertising

Q. Will an agency without Google Premier status be automatically disqualified from the bid process?

A. An agency without Google Premier status will not be disqualified. Please share any partnership certificates you do have.

Q. Making sure your creative team can provide the ads with our allowed specs for Meta, OTT, etc.

A. We can.

Q. Is there a priority with all 4 audiences you all list on the RFP? Or can you please provide a breakdown of priority for: Technical Education, Health, Transfer/general and Hispanic?

A. There is not a priority. The priority is to increase new student enrollment. Those 4 buckets are high interest areas.

Q. Is there an estimated target start date for the awarded proposer to be managing the campaigns?

A. September.

Q. Please advise us of the name and status of the current vendor(s) for these services. Will they be responding to the RFP?

A. No Information provided.

Q. What are some of your largest challenges/concerns with your current Digital Marketing campaigns?

A. Being able to measure them and match to enrollment.

Q. Outside of campaign data, do you have access to intranet, website, and enrollment metrics?

A. Yes

Q. What are the enrollment targets for next year's cycle?

A. 560% ROI for advertising investments based on new student enrollment.

Q. Making updates to site content, especially program content, is important to the success of Digital Campaigns. Who are the stakeholders who currently manage this content and how is the update process structured? Do you have a content governance strategy in place? Are there dedicated content owners? How long does it take to approve and publish changes?

A. This process is owned by Marketing. All campaigns go to dedicated landing pages.

Q. Does the assumed \$12,000 budget include all costs including management fees?

A. The budget includes all fees, creative and media buys.

Q. Are you currently running paid campaigns? On what networks? (Google, Microsoft Ads, Instagram, Facebook, etc.?)

A. Yes we are. A full sophisticated digital campaign across all channels.

Q. Regarding social media: Are there any expectations for the chosen vendor to manage the University's organic social media pages? Or are you just looking for management of paid social ads?

A. No.

Q. Can you provide a rough breakdown of how the digital marketing ad spend was spent per platform during past year?

A. No

Q. What CMS do you currently use? Do you have a development partner who manages site development or is it done in-house?

A. Yes. It is in-house through Hannon Hill.

Q. Who is responsible for marketing collateral and copy? Do you have a team of designers, marketing pieces, or approval process in place for us to generate ads and place them quickly?

A. Yes. We can design ads or you can based on pricing and availability.

Q. Who maintains your Google Analytics account?

A. Marketing.

Q. Data accuracy is imperative. Will the chosen vendor be allowed to make adjustments to Google Analytics to support benchmarking and results measurement?

A. It is possible but the final decision rests with Marketing.

Q. Do you have a preferred dashboard reporting product? We solely use Looker Studio - Will this be an acceptable platform?

A. Yes

Q. How far down the recruitment funnel can you currently track? Have applications been attributed to specific digital marketing efforts?

A. We have a sophisticated tracking that shows campaign performance to admire and enrolls.

Q. Are site content and call-to-action updates possible to optimize conversions?

A. Always.

Q. What KPI's have you used in the past to measure the success of these campaigns?

A. Enrollment.

Q. Is the \$12,000 a month just for media spend or does that also include agency fees?

A. Budget annually of 200,000. That includes all fees/ creative.

Q. Is there an incumbent and are they bidding?

A. This is an open process. The incumbent is not favored nor ruled out.

Q. Why are you doing this RFP now? Is the work new or are you renewing a contract?

A. It is time based on previous contract and changes in priorities to rebid this work. KCKCC has been using digital 7+ years.

Q. What has your historic enrollment been for past 2 -3 years?

A. 5,000

Q. What is their goal for enrollment tied to this campaign?

A. increase new student and stopout enrollment.

Q. Do you have a CRM in place and what is it? Would we be able to integrate into that CRM for data tracking purposes?

A. Not at this time. We do integrate with Onward portals from Archer.

Q. Are there any specific geographical regions or markets where you would like to prioritize the execution of the campaign? Specific cities within the state or surrounding states?

A. We are a community college and primarily advertise in our top 20 zip codes locally.

Q. Have there been previous marketing and advertising campaigns executed for these 4 primary pillars with KCKCC? If so, is there any particular tactic more successful than others? Or is this the first advertising campaign for these programs?

A. This is not a new initiative.

Q. For the proposed budget of \$12,000 per month would you like the cost proposal to be broken into 4 separate ones representing each pillar? Would you like the budget to spread evenly over the 4 pillars (ex: \$3,000 per pillar per month) or would you like one program to be receiving a higher budget over the others?

A. No preference.

Q. Does KCKCC currently have a vendor they are working with for digital advertising if so are they going to be submitting a proposal for the current RFP?

A. Yes we have a vendor. This is an open process and no vendor has a preference.