ADDENDUM # 1 TO THE REQUEST FOR PROPOSAL FOR

Media Buying Services

This Addendum forms a part of the RFP document and modifies the original bidding document as posted on the Kishwaukee College website. Acknowledge receipt of this addendum as specified at the bottom of page 4 and include this document with vendor’s proposal. FAILURE TO DO SO MAY RESULT IN DISQUALIFICATION OF VENDOR’S PROPOSAL.

Given the unprecedented effect of COVID-19, there are procedural changes noted within this document, along with responses to some vendor questions, but nothing that materially changes Kishwaukee College’s request as originally stated in the RFP document. Please read this Addendum carefully to capture all details.

Modification to PROPOSAL SUBMISSION AND OPENING (page 2):

PLEASE NOTE: The due date has been extended and the in-person opening has been canceled. This section of the RFP document is fully deleted and replaced by the following language:

Proposals must be received by Kishwaukee College (KC or the College) no later than:

1pm CDT (local time) on Tuesday, April 7, 2020.

Proposals must be submitted via email to the Purchasing Coordinator: kclapsaddle@kish.edu

The subject line of the email for proposal submission should read:

[VENDOR NAME] - PROPOSAL: Media Buying Services

Proposal submission emails are limited to a maximum of 25 MB total, regardless of number of individual files.

File types are limited to PDF, Excel and Word. Video files and other file types are discouraged at this time and will be deleted without opening/viewing.

It is suggested that you submit proposals a minimum of three hours before the deadline to avoid delivery of the proposal to the Purchasing Coordinator’s email inbox later than the 1pm local time deadline.

Please note: in the event that a vendor has already submitted a hard copy proposal to the College, it will be opened, scanned and forwarded along for consideration with all other electronic submissions – no further action is required. If a vendor that has already submitted a hard copy proposal desires to also submit an electronic version, or should any vendor have need to submit an updated copy of their proposal, all such submissions should be clearly labeled to identify the vendor’s intent, and must be received prior to the 1pm CDT (local time) deadline on April 7, 2020.
Kishwaukee College will be conducting its first ever online public opening via Zoom meeting, and you may attend this opening at no cost if desired (internet access is required). Online meeting details follow:

Click this link to join the meeting: [https://kish.zoom.us/j/408057541](https://kish.zoom.us/j/408057541)
Enter this Meeting ID when prompted: **408 057 541**

Barring technical difficulties, the virtual opening will begin promptly at 1pm CDT (local time).

**Vendor questions followed by College responses:**

1. On page 6 of the RFP specifications, it states that “Media buying includes, but is not limited to, digital, print, radio, and transportation/transit platforms.” But on page 13 of the RFP, it is only asking for digital services. I just want to be clear on what is actually being proposed. Is it all media or just digital proposals that are being requested?

   The specific request for digital pricing was made only because it is easy to quantify some of those details. It is the College’s intent to award one vendor to address all media buying services, digital and otherwise.

2. With regard to demographic targeting, specifically the age of the targeted audience (15-24): digital programmatic companies are legally unable to target any individual with programmatic ads directly that are under the age of 18. However, it is possible to target ages 15 and up using Facebook, but the College is providing Facebook on their own. I just wanted to get clarity on the age demo.

   The College is interested in all recommendations on how we can reach out to our future traditional students (high school age), while remaining 100% legally compliant with all regulations governing this activity (i.e. If it is legally possible to target aps or locations future students may frequent). The College reaches high school students through the Student Outreach department, but it welcomes all recommendations on how to reach them.

3. On page 13 of the RFP under the services section, I see Geofencing as a tactic. I wanted to ask what the territory of the College was that they could actually target in. I know some schools are limited to within their territory to target. I wanted to see if this was the case with your institution as well.

   The College is limited to its district, city names and ZIP codes in district are listed below (continues on next page):

   - **Clare** 60111
   - **Cortland** 60112
   - **Creston** 60113
   - **DeKalb** 60115
   - **Esmond** 60129
4. In previous years what has been your total media buy and agency fees for contracts of this nature?

   *In the past we have not contracted with an agency and have not paid any fees for contracts of this nature. The total in the RFP is what we are budgeting for the next fiscal year for advertising, including media buying fees.*

5. What CRM system are you using to handle student inquiries?

   *We currently do not utilize a CRM System.*

6. What is your current nurture strategy from inquiry to application and application to enrollment?

   *This strategy will be shared with selected vendor.*

7. Who do you consider to be your main competitor institutions?

   *As a community college, Kishwaukee College provides services to our district residents. We work with area education partners to serve the education needs of our communities.*
8. Does the College have campaign landing pages/would they like us to cost for the development of these?

   The College creates landing pages internally.

9. Does the College track media spend against eventual enrollments, to measure the cost of acquisition? If so, what is their cost per lead, cost per applicant, and cost per enrolled student, by channel?

   The last digital campaign was ~$5.50 cost per click (applicant) and ~$4.00 cost per click (student).

10. Do you currently have an incumbent agency or agencies providing these requirements?

    No.

11. Have you allocated any money to media spending? If so, how much and where?

    The budget of $62,000 allocated for FY21 is outlined in the RFP. The awarded vendor will assist the College in determining how this is spent.

12. Do you have a sample content calendar? CRM software tool?

    No.

13. What is the internal approval process?

    The awarded vendor will work directly with the Assistant Marketing Director, who will coordinate the internal approval process.

14. Do you have a brand style guide?

    This information will be provided to awarded vendor.

15. Do you currently work with project management software? If so, what? If not, are you open to using one project?

    The College currently uses Planner, but is open to using something else.

Acknowledgement of receipt of Addendum #1, must be included with proposal:

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