**Tacoma Community College**

**RFP No# 2023-1 – Guided Pathways Marketing**

**Responses from AGENCY to submitted questions and requests**

November 9, 2013

1. **Q: Can you provide an overview of the core and extended TCC team? Numbers of team members? Approval process?**

A: TCC Marketing & Communications Team consists of a Marketing Manager, Communications Coordinator, Digital Marketing Specialist, and Graphic Designer. This will be the core team you will be interacting with. There is also an Administrative Operations Coordinator who you might engage with on occasion as the work unfolds. The M&C Team is led by the VP of College Relations who will be involved at a high level, but not on a day-to-day basis. Your primary contact throughout the duration of the project will be the Marketing Manager. The exact approval process will depend on each deliverable and can be agreed upon at the outset of the work. It will likely include sending deliverables the Marketing Manager for review. Marketing Manager will review along with other parties and bring combined feedback to agency for next round. Project management is responsibility of agency.

1. **Q: Can you provide an approximate number of stakeholders to be interviewed?**

A: There will be 5-7 stakeholder groups, plus a few individual interviews with key stakeholders close to the project.

1. **Q: Can you confirm that TCC will provide lists/contact info for faculty, staff and student surveys?**

A: TCC will provide this info.

Phase 2: Concepts:

1. **Q: Can you confirm that the for proposed look and feel for TCC Guided Pathways, we’re assuming that the starting point will be the existing TCC brand design system and brand guidelines?**

A: Yes.

1. **Q: Is TCC Guided Pathways the final, external facing, name for the program?**

A: TCC Guided Pathways is the final, internal facing name for the program. Whether we use that name for external audiences is yet to be determined.

1. **Q: Does a current logo/logo system exist or is this part of the engagement?**

A current logo for Guided Pathways does not exist.

1. **Q: Does TCC leverage a digital asset management system or intranet for guidelines?  Or traditional PDFs?**

A: Refer to response to question 8.

1. **Q: Does TCC have a library of photography and video assets that can be leveraged for materials development?  Or, are you expecting net new asset creation to be included in the engagement?**

A: TCC has a library of photography assets that can be leveraged. TCC also has some video that can be leveraged. In instances where TCC does not have sufficient material to support new material development, new asset creation will be necessary.

1. **Q: Can you provide an example of a Guidebook?  # of pages, density of content, etc.?**

A: We will not be providing examples at this time. Finalists will have an opportunity to review examples of our work.

1. **Q: Can you provide more detail on what you expect as part of promotional materials?**

A: Part of the work is to strategize and advise on the best approach to Guided Pathways Marketing, to let research and stakeholder interviews inform your recommendations on what the specific deliverables should be. We have ideas but are open to discussion to define deliverables.

1. **Q: Can you provide more detail on what you expect in terms of video (use cases, #, by pathway, length, etc.)?**

A: Refer to question 10 response.

1. **Q: Can you provide more detail on what you expect in terms of signage, flyers, brochures (use cases, #, by pathway, length, etc.)?**

A: Refer to question 10 response.

1. **Q: For items that require printing, do you expect that all printing and production costs come from the $150k max budget?**
A: No – that will come out of a separate budget.

**14. Q: Who produced any current marketing materials for TCC’s Guided Pathways program?**

A: Any current marketing materials have been developed by TCC.

**15. Q: Is TCC engaged in ongoing design and marketing projects with a design firm or agency?**

A: TCC is engaged with iFactory for website design work to display Guided Pathways work.

**16. Q: Is TCC predisposed to work with a design firm or agency close to Tacoma, or is working with a qualified out-of-market firm agreeable?**

A: TCC is open to working with a qualified out-of-market firm.

**17. Q: Does TCC have a current marketing and communications plan that it can share with the design firm or agency that receives this contract?**

A: No.

**18. Q:** **Which design applications will these templates (native files) need to be created in for use by TCC Marketing and Communications staff?**

A: Adobe InDesign

**19. Q:** **What type of marketing assets (photography, graphics, video, copywriting) are available from TCC for this work?**

A: Photography, some video, basic brand assets (i.e. TCC logo)

**20. Q: Will TCC Marketing and Communications staff implement the launch and ongoing maintenance of the Guided Pathways marketing plan, materials and campaigns?**

A: Yes, based on collaborative planning and consultation made by selected agency.

**21. Q: Does TCC have measurement tools available to gauge the effectiveness of the new marketing plan and materials?**

A: TCC has Google Analytics and works with a digital marketing agency that provides campaign measurement success.

**22. Q: How many decision makers will be involved in approving the design and marketing materials?**

A: It will depend on the material. Each deliverable will likely be reviewed by 3-4 people with one primary decision-maker identified.

**23. Q: Who will be our direct contact if we are awarded this contract?**

A: Hilary Conner, Marketing Manager

**24. Q: Will interviews, meetings and presentations need to be held in Tacoma, or will virtual meetings (Zoom or Teams) suffice for your group?**

A: Zoom or Teams meetings will often suffice. We are also happy to host some meetings in Tacoma.

**25. Q: On page 6 of the RFP, under 1.4 QUALIFICATIONS — “Preferred Qualifications” include, “Guided Pathways marketing experience preferred with proven results. Examples will be requested.” Does this refer to experience with the Guided Pathways program for *other* community colleges?**

A: Yes.

**26. Q: Page 17, 3.3 Management Proposal, Section A. Experience of the Contractor, Letter C.:  Reference information is requested in this section and page 18, Section 3.3 Management Proposal, Section D is a similar request. Should reference information be included in both places? If so, should the references be different for each? Please clarify.**

A: You can just focus on including the reference information in section D.

**27. Q: How developed is TCC’s institutional brand platform? Can you please share existing guidelines?**
A: TCC is developing a graphic standards manual that will be shared with the finalists. Please refer to our website and social media channels for information about our brand.

**28. Q: What (if any) other TCC campaigns/marketing efforts will be active when Guided Pathways launches?**

A: General enrollment campaigns will be taking place.

**29. Q: Please describe how, and how well, Guided Pathways is currently integrated into the student experience.**

A: The Guided Pathways framework is currently being implemented academically. All degrees and areas of focus have been categorized into one of five Pathways, and our faculty and staff have been organized to support this structure. But a lot remains to be done to create informative resources that support the Guided Pathways model and help students navigate through the pathways. Our website team is working to integrate Guided Pathways into our website, and this RFP has been created with a goal of developing these resources.

**30. Q: Please clarify expectations for creative deliverables. For example, do you seek fully produced video, print materials, etc., or storyboards and templates to guide in-house staff with layout? Is copywriting included?**

A: We seek fully produced videos and print materials with their native files. In some cases, depending on proposed deliverables and budget, we might all decide the best approach for some deliverables will be template creation.

**31. Q: What content is currently in use for the Guided Pathway’s program?**

A: There are program pages on our website that reflect our Guided Pathways structure and videos about the Business and Health Care pathways on our YouTube channel.

**32. Q: What other market research (informal or formal) have you conducted or you have access to in the past 5 years regarding prospective student awareness, understanding, attitude towards the concept of Guided Pathways in the recruitment area? This could include focus groups, web surveys, past vendor surveys. Please describe the number of interviews/surveys with each audience and the year(s) research was conducted.**

A: There has been general market research about TCC, dated back in 2017. There is some research being conducted now regarding the Guided Pathways work with our website. The selected contractor will need to conduct research during Phase I, as outlined in the RFP.

**33. Q: How many records of TCC inquiries (persons who filled out an RFI, attended an enrollment event, asked for information about enrolling, started application, etc.) are in your contact list for the last 12 months with name and email? Please provide a rough estimate in order for vendors to estimate the viability of this pool for market research needs.**

A: We estimate about 5,000 prospective students who applied or indicated interest, but did not enroll.

**34. Q: When will the website be complete for this project?**

A: The launch date is set for summer of 2024.

**35. Q: How does the college foresee the website approach fitting into this guided pathways marketing materials?**
A: The website will be a main driving factor about Guided Pathways as it will have the most current and comprehensive content about our programs. It is being designed to reflect the student journey along our academic and career pathways. The deliverables that we are seeking are not only to support the website’s content, but to provide other ways to deploy information and help the student make an informed decision. Some deliverables may be placed on the website. For example, we may create videos to further illustrate the program that would be posted on the website, or we may create digital graphics that would be used on the website banner, social media and other digital mediums. But plenty of deliverables will be separate from the website.

**36. Q: Would this effort be supporting a launch of Guided Pathways at TCC, or would it be in the service of program marketing?**

A: The primary purpose of this effort is to support the launch of Guided Pathways at TCC. We are interested in program marketing as well as part of an overarching strategy, so we would be glad if some materials came out of this effort that could be used to that end as well.

**37. Q: Do we need to adopt Guided Pathways as a program name?**

A: Not for the external audience. We refer to it internally as Guided Pathways and have not officially decided on a student-facing name. We are open to advice on this matter.

**38. Q: What geographic areas do prospective students draw from?**

A: Tacoma, Gig Harbor, surrounding areas in the South Puget Sound.

**39. Q: What is the timeline for launching the site? Who is performing work on the site? What relationship does the website project have to the Guided Pathways marketing project?**
A: The timeline is summer of 2024. Our TCC digital marketing specialist and several staff members are working with iFactory to develop the Guided Pathways website work. Please refer to Question #35 for additional information.

**40. Q: Do each of the 5 pathways need their own set of branded assets?**

A: We envision that each of the five pathways would have a slightly unique look that fits under one overarching brand look.

**41. Q: Do you have access to case studies and research about how Guided Pathways has been adopted, rolled out, and measured by other institutions?**

A**:** We have some information about adoption and launch from other institutions, which we will share with the selected contractor.

**42. Q: Beyond what's publicly available, what additional background can you share?**

A: Nothing.

**43. Q: Can you share the Guided Pathways program terms & conditions?**

A: No.

**44. Q: Does TCC have a paid media partner?**

A: TCC partners with several outside agencies for marketing and advertising work.

**45. Q: How much will specific Guided Pathways experience be weighted? Are partial points a possibility with alternative experience examples?**

A: An exact number of points has not been assigned specifically to Guided Pathways experience. Guided Pathways experience will be considered as relevant experience within higher education. There is opportunity to describe other relevant experience. Refer to pg 17, section 3.3 MANAGEMENT PROPOSAL, section A, Experience of the CONTACTOR.

**46. Q: Could you further define the scope & specific deliverables/expectations of the strategic council element of this work?**

A: Part of the work is to strategize and advise on the best approach to Guided Pathways Marketing, to let research and stakeholder interviews inform your recommendations on what the specific deliverables should be. We have ideas but are open to discussion to define deliverables.

**47. Q: Will printing hard costs be part of this budget, or would the agency simply be providing TCC with print-ready files?**
A: TCC has a separate budget for print. Agency will provide TCC print-ready files and as well as all native files.

**48. Q: When looking at the specific print and digital assets are you envisioning: Could you provide some additional detail around sizing & scope? For example, the mentioned Guidebooks: Size, number of pages, content development responsibilities, etc.**

A: Please refer to Question 46.

**49. Q: Will any of the assets need to be transcreated into other languages? If so, how many languages?**

A: This work will be in English. We plan to take the native files and translate to other languages, as necessary.

**50. Q: Could you elaborate on the criteria and methodology used for the selection process?**

A: The selection committee will evaluate all submitted proposals against the evaluation matrix listed in section 4.2. The committee will invite finalists for presentations and interviews. These finalists will be evaluated against the same evaluation matrix.

**51. Q: Can you provide any insight as to the selection panel - if specific names cannot be disclosed, are you able to provide information on the roles or titles of the individuals comprising the selection panel?**

A: The selection panel includes members of the TCC Marketing & Communications team as well as some individuals who hold key roles related to the Guided Pathways initiative.

**52. Q: On page 20, the evaluation weighting and scoring shows the cost is 30% of the criteria so we are unclear as to the computation notes on page 19, 3.4 B. Can you provide an example to explain this computation?**

A: Cost is 30% of the criteria, worth 30 points out of a 100 points total. The Computation note 3.4 B is an equation to generate a score, in points, for this section.

*Example scenario: Consultant A submits proposal with a cost bid of X. They are one of 12 consultants submitting proposals. Of all the proposals submitted, the lowest cost bid was submitted by Consultant F, with a cost bid of Y.*

*Consultant A’s cost score = Y divided by X times 30*

**53. Q: Given the requirement that firms should have "Mandatory 10 years of experience in branding, messaging, communication design, and graphic design, preferably with higher education institutions", how does the panel view DBE firms like ours that have existed for less than 10 years, but possess team members with extensive, relevant experience beyond the stated requirement?**

A: See Amendment 2. We have moved “10 years of experience in branding, communication design, and graphic design, preferably with higher education institutions” from Minimum qualifications to Preferred qualifications.

**54. Q: Do you have an incumbent and would they be participating in this RFP?**

A: No.

**55. Q: Could we request an electronic submission in light of the lifting of all delivery guarantees from all the courier companies?**

A: No. Electronic submission is required, but we also require two hard copies, hand-delivered or postmarked by or on Nov. 20, 2023. (See Amendment 1).

**56. Q: Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?**

A: We do not have a local preference. Contractor must be licensed to do business in the State of Washington or provide a commitment that it will become licensed in Washington within thirty (30) calendar days of being selected as the Apparently Successful Contractor.

**57. Q: How many stakeholders would be included in the interviews?**

A: See response to question 1.

**58. Q: How many competitors are you hoping to include in the review?**

A: We will review all proposals we receive.

**59. Q: On Page 5, there is a bullet “personas (derived from surveys and focus groups)” but there is no mention of an expectation of focus groups in the activities. Is this referring to the stakeholder interviews?**

A: The contractor will to develop personas as a result of the research, which would include surveys, focus groups and interviews.

**60. Q: For personas, those can take a variety of forms with varying levels of effort and robustness. Do you have an expectation of what you are expecting for the personas?**

A: Yes, we hope to build personas that reflect the diversity of our students. For example, for our website work, we developed personas of students who were older and non-traditional and high school graduates. Each persona needs to reflect the journey of a student, which would include their unique barriers, pain points, goals, areas where they have found success, etc.

**61. Q: Phase 3 mentions  “Test and review with stakeholders” can you clarify the expectation for “testing” - is it to review and gather feedback or are you expecting a more comprehensive testing plan.**

A: Review and gather feedback will be essential to the approval process and overall success and engagement with the new brand.

**62. Q: For the look and feel of the 5 unique pathways, could you clarify if you are expecting 1 overarching look and feel based on the overall TCC brand with 5 branches or if you are envisioning 5 completely different looks based on the overall TCC brand?**

A: We are hoping to develop one overarching look and feel of the five pathways, but each pathway has its own distinct brand look that can stand alone with its own deliverable.

**63. Are there unique client stakeholders/approvers for each of the 5 pathways, or would we be working with one key stakeholder?**

A: Each pathway has their own stakeholders. We will work each group, but approvals and feedback will be streamlined between marketing manager and contractor project manager.

**64. Q: Deliverables are noted to “include view guidebooks (print and digital), promotional materials, video, signage, flyers, brochures, and other materials as needed or recommended, based on best practice” could you share an example of a previous guidebook?**

A: See response to Question 9.

**65.** **Could you confirm no website design or development would be required?**

A: No website design or development will be required, but strong knowledge about website design would be preferred.

**66. Q:** **For the deliverables, is the expectation to provide samples of how those would come to life along with guidelines and the raw assets for Tacoma Community College to produce internally, or would you be looking for the selected vendor to provide final assets?**
A: See response to question 30.

**Q: If final assets, could you provide a total deliverables count for scoping purposes?**

A: See response to Question 10.

**67. Q: Regarding the Internal and External launches, can you define the expectations for the timing for each launch and any specific materials required?**

A: See Question 10.

**68. When do you expect the website updates to be rolled out (and can we see those visuals)?**

A: We expect to launch the website updates this summer of 2024. Yes, we can share those visuals with final selected Contractor.

**69. Q: Video**: **In the deliverables, when you mentioned “Video" what type of video production are you referring to? For example, full production (High value production with real talent and on set) or more a motion graphics video produced with motion editing? It can include some real video but from a more basic production. Also How many videos are you expecting? And what are you using them for? Social Media campaigns, video for website sales or marketing in general?**

A: See response to question 10.

**70. Q: Signage:** **Can you please specify what type of signage are you requiring to produce? For example: College campus channel letter electrical sign? Or campus non-electrical directional signs? And if so, how many? Or do you mean more the type of signage related to Banners, dibond hanging promos from posts, or from banners located in buildings? If so, how many?**

A: See response to question 10.