



SPARTANBURG COMMUNITY COLLEGE

Invitation For Bid Amendment - #1

Solicitation Number	SCC - 360
Date Issued	09/16/2016
Procurement Officer	Tami Steed
Phone	(864) 592-4671
E-Mail Address	steedt@sccsc.edu

DESCRIPTION: Digital Marketing Services

USING GOVERNMENTAL UNIT: **SPARTANBURG COMMUNITY COLLEGE**

The Term "Offer" Means Your "Bid" or "Proposal".

SUBMIT OFFER BY (Opening Date/Time): **10/06/2016 by 2:00 p.m.** See "Deadline For Submission of Offer" provision

NUMBER OF COPIES TO BE SUBMITTED: **One (1) Original Copy, (7) Identical Copies (marked "copy") and (1) Redacted Copy (marked "redacted").**

Offers must be submitted in a sealed package. Solicitation Number & Opening Date must appear on package exterior.

SUBMIT YOUR SEALED OFFER TO EITHER OF THE FOLLOWING ADDRESSES:

MAILING ADDRESS:

Spartanburg Community College
Attn: Tami Steed
REFERENCE BID #SCC-360
P.O. Box 4386
Spartanburg, SC 29305

PHYSICAL ADDRESS:

Spartanburg Community College
Purchasing Office Ledbetter Bldg Room 238
REFERENCE BID #SCC-360
107 Community College Drive
Spartanburg, SC 29303

See "Submitting Your Offer" provision

CONFERENCE TYPE: DATE & TIME: As appropriate, see "Conferences - Pre-Bid/Proposal" & "Site Visit" provisions	LOCATION:
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AWARD & AMENDMENTS	Award will be posted at the Physical Address stated above on 11/03/2016 . The award, this solicitation, and any amendments will be posted at the following web address: http://www.sccsc.edu/Vendors
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You must submit a signed copy of this form with Your Offer. By submitting a bid or proposal, You agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of thirty (30) calendar days after the Opening Date.

NAME OF OFFEROR <small>(Full legal name of business submitting the offer)</small>	OFFEROR'S TYPE OF ENTITY: <small>(Check one)</small> <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation (tax-exempt) <input type="checkbox"/> Corporate entity (not tax-exempt) <input type="checkbox"/> Government entity (federal, state, or local) <input type="checkbox"/> Other _____ <small>(See "Signing Your Offer" provision.)</small>
AUTHORIZED SIGNATURE <small>(Person signing must be authorized to submit binding offer to enter contract on behalf of Offeror named above.)</small>	
TITLE <small>(Business title of person signing above)</small>	
PRINTED NAME <small>(Printed name of person signing above)</small>	
DATE SIGNED	

Instructions regarding Offeror's name: Any award issued will be issued to, and the contract will be formed with, the entity identified as the offeror above. An offer may be submitted by only one legal entity. The entity named as the offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, *i.e.*, a separate corporation, partnership, sole proprietorship, etc.

STATE OF INCORPORATION <small>(If offeror is a corporation, identify the state of Incorporation.)</small>
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TAXPAYER IDENTIFICATION NO. <small>(See "Taxpayer Identification Number" provision)</small>
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PAGE TWO

(Return Page Two with Your Offer)

HOME OFFICE ADDRESS (Address for offeror's home office / principal place of business)	NOTICE ADDRESS (Address to which all procurement and contract related notices should be sent.) (See "Notice" clause)
	_____ Area Code - Number - Extension Facsimile _____ E- mail Address

PAYMENT ADDRESS (Address to which payments will be sent.) (See "Payment" clause)	ORDER ADDRESS (Address to which purchase orders will be sent) (See "Purchase Orders and "Contract Documents" clauses)
_____ Payment Address same as Home Office Address _____ Payment Address same as Notice Address (check only one)	_____ Order Address same as Home Office Address _____ Order Address same as Notice Address (check only one)

ACKNOWLEDGMENT OF AMENDMENTS
 Offerors acknowledges receipt of amendments by indicating amendment number and its date of issue. (See "Amendments to Solicitation" Provision)

Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date

DISCOUNT FOR PROMPT PAYMENT (See "Discount for Prompt Payment" clause)	10 Calendar Days (%)	20 Calendar Days (%)	30 Calendar Days (%)	_____ Calendar Days (%)
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PREFERENCES - A NOTICE TO VENDORS (SEP. 2009): On June 16, 2009, the South Carolina General Assembly rewrote the law governing preferences available to in-state vendors, vendors using in-state subcontractors, and vendors selling in-state or US end products. This law appears in Section 11-35-1524 of the South Carolina Code of Laws. A summary of the new preferences is available at www.procurement.sc.gov/preferences.

*****PREFERENCES DO NOT APPLY TO THIS SOLICITATION*****

PREFERENCES - ADDRESS AND PHONE OF IN-STATE OFFICE: Please provide the address and phone number for your in-state office in the space provided below. An in-state office is necessary to claim either the Resident Vendor Preference (11-35-1524(C)(1)(i)&(ii)) or the Resident Contractor Preference (11-35-1524(C)(1)(iii)). Accordingly, you must provide this information to qualify for the preference. An in-state office is not required, but can be beneficial, if you are claiming the Resident Subcontractor Preference (11-35-1524(D)).

*****PREFERENCES DO NOT APPLY TO THIS SOLICITATION*****

Amendment #1
Invitation for Bid # SCC-360

AMENDMENTS TO SOLICITATION (JANUARY 2006) (a) The Solicitation may be amended at any time prior to opening. All actual and prospective Offerors should monitor the following web site for the issuance of Amendments: <http://www.sccsc.edu/Vendors> . (b) Offerors shall acknowledge receipt of any amendment to this solicitation (1) by signing and returning the amendment, (2) by identifying the amendment number and date in the space provided for this purpose on Page Two, (3) by letter, or (4) by submitting a bid that indicates in some way that the bidder received the amendment. (c) If this solicitation is amended, then all terms and conditions which are not modified remain unchanged.

ACKNOWLEDGE RECEIPT OF THIS AMENDMENT

NOTICE:

Changing the Extension of Award date for SCC-360: We intend to make an award on 11/03/16. The award notification will be posted on the College's procurement website:
<https://www.sccsc.edu/purchasing-awards/>

Oral Presentation

Once the written proposals are evaluated and ranked, the highest ranked firms [at least three (3) but no more than five (5)] may be invited to make an oral presentation for the evaluation committee.

If offeror meets the qualifying criteria, offeror will be required to make an oral presentation for approximately thirty (30) minutes to the evaluation panel. The presentation may only clarify or verify what is in the written proposal but otherwise the content and structure may be determined by the Offeror. The evaluation panel will have approximately twenty minutes to ask questions after each presentation. The Offeror's responses may only clarify or verify what is written in their proposal. Offeror's representatives who would supervise and be involved in the provision of contract services should be the presenters.

Travel expenses and other costs incurred to participate in the oral presentation are the responsibility of the Offeror. The oral presentation will be scored separately.

Oral Presentations will be at Spartanburg Community College. Out-of-state offerors may present remotely via conference call and online presentation. Specific start times and details will be worked out by the Procurement Manager and the Offeror soon after the opening of proposals. [04-4005-1]

Listed below are the responses to the questions received by the designated date:

Does SCC have a budget in place for this campaign? If so, can it be shared with the prospective vendors?
There is budget in place but it is not being shared with vendors.

What amount of content and creative will be provided by SCC?
SCC will provide the content and creative, but is open to vendor ideas on how to improve and/or implement best practices.

Will the contractor be designing all of the creative for each campaign tactic?

No. SCC has a creative manager on staff

Will the campaign require the vendor to create or maintain any web pages or websites?

No.

Does SCC prefer a local contractor?

SCC seeks to find the best contractor for our needs.

Who does SCC believe is the primary target audience for this campaign? Who is the secondary target?

Prospective students and their influencers.

What are the key geographical areas where SCC will want to focus its marketing efforts?

Our existing 3 county service area. Spartanburg, Cherokee and Union counties.

Does the College have student recruitment funnel data showing conversion rates through the recruitment process from inquiry, to application, to enrollment? If you have this information, are there any benchmarks used for comparison?

The college tracks funnel performance but will not be sharing any benchmarks for comparison as part of this RFP.

What Key Performance Indicators are you interested in for social advertising?

SCC would like to hear from vendors what KPIs they think are most relevant to track for social campaigns.

SCC currently has videos on YouTube; are video ads a viable option for the departments advertising efforts?

SCC currently does this.

Would SCC like to run ads or boost posts on Facebook?

SCC currently does this.

Does SCC have someone currently managing the Facebook page?

Yes.

Is the College looking for someone to manage their social pages?

No.

Does SCC currently run ads on Facebook?

Yes.

With SEM are you specifically looking for Google Adwords or are more robust systems acceptable?

Google Adwords is the minimum. The college is open to other vendor ideas/best practices.

Does SCC have keywords and negative keywords to share with the contractor or is that research to be included with the project?

SCC has existing keywords.

Do you currently have Google Analytics on your site? If not, will we be able to add Google Analytics to your site?

Google Analytics is currently used.

Does SCC currently have a lead capturing system?

Yes.

Does SCC handle any advertising efforts in-house?

Yes.

Is there an incumbent currently in place for digital marketing services with the college?

Yes.

What information should be included in the technical proposal?

Please refer to the RFP.

What information should be included in the business proposal?

Please refer to the RFP.

Is the business proposal also considered the budget/cost proposal per page 22, section VIII. indicating that the budget/cost proposal be submitted separately and marked "Price-Business Proposal" or is this a completely separate submission from the technical and business proposals?

The pricing needs to be in a separate envelope.

1. What is the total budget for digital advertising for the 2016/17 recruitment period? If this has not been established at the time of this RFP, what was spent on digital advertising during the 2015/16 recruitment period. Is the number you have provided inclusive of net advertising costs AND agency fees or does it only include net advertising costs?

This data is not being provided to vendors as part of the RFP.

2. Please describe your current media mix. Roughly, what percentage of your current recruitment campaigns are spent on paid search (SEM), display advertising, social media advertising, local publishers, retargeting, etc.?

SCC's specific marketing mix is not being provided to vendors as part of the RFP. The college evaluates all tactics mentioned against campaign objectives and audience.

3. Are there areas of the media planning process or with the execution in search, social, display and retargeting that you think need to be improved? What are those areas and what are the high-level challenges?

The college is looking for the selected vendor to provide ideas and/or best practices to help improve how SCC currently executes its digital advertising.

4. Does SCC have an in-house social media content and engagement manager? If yes, are they full-time? If no, does SCC expect the vendor to manage prospect engagement within social media?

SCC manages social media in-house.

5. What internal staffing resources does SCC have to work collaboratively with the selected agency and what are their internal specializations? Is there a goal to expand roles internally as it relates to digital communications and marketing?

The college has a team of highly skilled and seasoned marketers. At this time there is no plan to change roles.

6. Does SCC have internal resources to help manage website design/development and analytics needs or requests?

SCC has an in-house webmaster/designer, as well as a data expert.

7. What content management system (CMS) does SCC currently use?

This is out of scope of the RFP.

8. What customer relationship management (CRM) system does SCC currently use?

This is out of scope of the RFP.

9. What email platform does SCC currently use to engage with prospective students?

This is out of scope of the RFP.

10. Does SCC have an active system for nurturing and engaging leads or prospects at the early stages of their research and decision cycle? If yes, is admissions or a call-center responsible for this communication? Are there any challenges with this system as it relates to being responsive to interest driven through marketing channels?

This is out of scope of the RFP.

11. Can you share links to landing pages or microsites that you are currently using for marketing?

WhySCC.com is an example

12. Is the selected vendor responsible for ad creative? If no, is this handled internally or externally?

All creative is developed by SCC's in-house designer.

13. Is there an incumbent agency partner? If yes, what is the name of the agency and have they been invited to participate in this RFP?

There is an incumbent agency. This is open to anyone who would like to participate.

1.) Would SCC be willing to provide a 3-year historical look at inquiries, applications, and deposits? If so, what are the past three years of historical recruitment volumes for student stages of interest – Inquiry, Application, Acceptance, Deposit and Enrollment?

SCC is not providing this information as part of the RFP.

2.) What is your current enrollment volume and what volume increase are you hoping to achieve?

SCC is not providing this information as part of the RFP. All tactics pursued are aimed at building awareness and driving enrollment.

3.) Has any primary research been done and are the results available for review?

SCC conducts primary research, but is not providing this information as part of the RFP. The college expects the agency selected to provide actionable insights into the target audience as well.

4.) What does your current marketing/recruitment process look like?

Marketing and recruiting work closely together to ensure objectives are aligned and tactics are selected to maximize reach & engagement of the target audience.

1. Who are you targeting - Age, Income, etc.

Prospective students and their influencers

2. What is your target radius - How far out would you like to impact?

Our existing 3 county service area includes Spartanburg, Cherokee and Union counties.