

ADDENDUM NO. 2

Date: November 20, 2017

for

Public Relations/Advertising Consulting for Orange County Strong Workforce Program, RFQ&P No. 2070

South Orange County Community College District

General-All project documents including contract documents, drawings, and specifications, shall remain unchanged with the exception of those elements added, revised, deleted, or clarified by this addendum.

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2-1 Q & A

Q1. Is there a budget?

A1. Yes. This agreement is part of a larger allocation that was started earlier in 2017. The total budget for everything was \$2 million of which part has been already allocated. More than half of that amount is still available for consulting services, media development, and placement.

Q2. When will Exhibit E be available?

A2. Exhibit E is included with this addendum.

Q3. What is your budget range for actual media buys?

A3. The media buy budget will be dependent on available funding. As discussed in A1, the consulting agreement will dictate the amount of funding for the implementation of the marketing strategy. We also anticipate funding for the option years as defined in the RFQ&P document.

Q4. When will 2nd interviews be scheduled?

A4. We are planning for interviews on December 20th so that we are prepared for contract negotiations and Board of Trustee approval at the beginning of January 2018.

Q5. Broadly, how would you define success for this project?

A5. The region is subject to the evaluation metrics for the SWP. Success would be achieved if the effort supports the region meeting or exceeding the metrics. Additionally, success would be achieved where the short and long-term marketing strategies can be defined well and are sustainable in both a well-funded and non-funded environment.

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- Q6. Are you looking for a firm located in Orange County?
- A6. The successful consultant does not have to be based in Orange County. However, it is expected that the consultant will be available to the regional steering committee and the LAOCRC as needed. Travel expenses will be included as part of the agreed upon fee arrangement.
- Q7. The RFQ&P asks to briefly describe any interface with “associated regulatory agencies.” What are some examples of these agency types?
- A7. This is a general informational disclosure requested by SOCCCD. Your response should disclose if you have any relationships with community colleges, districts, Chancellor’s Office, and other related entities.
- Q8. Are there any marketing, communications and/or advertising agencies currently engaged with the OC Regional Consortia Strong Workforce Initiative?
- A8. This RFQ&P is the primary marketing strategy for the OC Regional Consortia. Our Los Angeles Regional Consortia may engage an agency independent of Orange County. Certain OC colleges and districts may have independent relationships with agencies which focus specifically on their specific college or district.
- Q9. Will there be transcripts or a recording of the Pre-Bidders’ Conference?
- A9. Included with this addendum, we are including the meeting Agenda/Outline and a recorded version of the November 17, 2017, Pre-Bidders’ Conference meeting.

2-2 Link to Recorded Preproposal Conference

The URL for the video is <https://youtu.be/VckF1gG6Rm0>

2-3 Attachments

Attachment A: SWP Regional Marketing Pre-Bidders Conference Presentation
Attachment B: SWP Regional Marketing Pre-Bidders Conference Agenda
Attachment C: SWP Regional Marketing Pre-Bidders Conference Attendees
Attachment D: Exhibit E, Qualification Matrix

**Public Relations/Advertising Consulting for Orange County Strong Workforce
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Attachment A
SWP Regional Marketing Pre-Bidders Conference Presentation

SOUTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT

Pre-Bidders' Conference

RFQ&P 2070 – Public Relations/Advertising
Consulting for Orange County Strong Workforce
Program

November 17, 2017

WELCOME AND INTRODUCTIONS

- ▶ Purpose of project
- ▶ CCCCO Marketing and Re-Branding project
(www.ccccteupdtes.org)
- ▶ Strong Workforce Program

BACKGROUND

Create Public Awareness

Determining audience
Informational mindset
Setting the stage
Want to know more...

Attract Interest

Tell our story
Catch their attention
Creative information
Light a fire

Direct to OC colleges

Counselors
CE Point of Contact
Get them enrolled
Get them completed
Get them employed

REGIONAL MARKETING CONCEPT

SHORT AND LONG TERM STRATEGIES THAT LEVERAGE OTHER REGIONAL INITIATIVES

- ▶ Schedule of Events
- ▶ Addendums as needed
(http://www.socccd.edu/businessservices/bs_purchasing_bids.html)
- ▶ Last addendum – three days prior to proposal due date
- ▶ Committee review
- ▶ Short list of bidders for on-site interviews

PROPOSAL INFORMATION AND REQUIREMENTS

- ▶ Deadline – December 5, 2017 @ 2:00p
- ▶ Hand deliveries vs messenger
- ▶ Date and time stamp at SOCCCD 3rd floor Reception
- ▶ Absolutely no late submittals considered

PROPOSAL INFORMATION AND REQUIREMENTS

- ▶ All questions submitted in writing to bid point of contact
- ▶ All answers in writing via posted amendment on District bid site (http://www.socccd.edu/businessservices/bs_purchasing_bids.html)
- ▶ No verbal responses

ANSWERING QUESTIONS

- ▶ Brandye D'Lena – bdlena@socccd.edu
- ▶ Anthony Teng – ateng@saddleback.edu

POINT OF CONTACT

**Public Relations/Advertising Consulting for Orange County Strong Workforce
Program, RFQ&P No. 2070
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Attachment B
SWP Regional Marketing Pre-Bidders Conference Agenda

South Orange County Community College District
RFQ&P Pre-Bidder's Conference Agenda
November 17, 2017

| Item | Description | Outline |
|------|---------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Welcome and introductions | |
| 2 | Background | <ul style="list-style-type: none"> • Purpose of project • CCCCCO Marketing and Re-Branding project <ul style="list-style-type: none"> ○ www.ccccteupdates.org • Strong Workforce Program <ul style="list-style-type: none"> ○ Statewide multi-year funding ○ Local and regional funding ○ This proposal is OC regionally focused ○ Round 1 funding – expended through 12/31/2018 ○ Possible 1 year extensions depending on performance and regional need ○ Sub-projects include CTE Story Mapping, OC Career Café, and other regional projects that related to marketing |
| 3 | Regional marketing concept | <ul style="list-style-type: none"> • Create public awareness • Attract community, student and industry interest • Direct students to OC colleges through sustainable and effective campaigns • Short and long term strategies that leverage other regional initiatives |
| 4 | Proposal information and requirements | <ul style="list-style-type: none"> • Schedule of events <ul style="list-style-type: none"> ○ Addendums as needed ○ Last addendum three days prior to proposal due date ○ Committee review ○ Short list of bidders for on-site interviews • Delivery of proposals <ul style="list-style-type: none"> ○ Deadline – December 5, 2017 @ 2:00p ○ Recommend that proposals are hand delivered and date stamped by the District receptionist on receipt ○ Deliveries via UPS, Fedex or other service may be delayed and not delivered on time. ○ Absolutely no late submittals considered |
| 5 | Answering questions | <ul style="list-style-type: none"> • All questions will be provided in writing or via email as directed in the RFQ&P document. Answers will be provided in an addendum. |
| 6 | Point of contact | <ul style="list-style-type: none"> • Brandye D'Lena – bdlena@socccd.edu • Anthony Teng – ateng@saddleback.edu |

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Attachment C
SWP Regional Marketing Pre-Bidders Conference Attendees

South Orange County Community College District
RFQ&P 2070 – Public Relations/Advertising Consulting Orange County SWP Marketing
Non-Mandatory Pre-Bidders' Conference Meeting Attendance
November 17, 2017

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Cypress College

Anthony Teng
Saddleback College

Brandye D'Lena
South Orange County Community College District

Unidentified online participants

Links Global
Michelle

**Public Relations/Advertising Consulting for Orange County Strong Workforce
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Attachment D
Exhibit E, Qualification Matrix

Exhibit E - Qualification Matrix
Public Relations/Advertising Consulting for Orange Count Strong Workforce Program

Firm _____ *Name*
 Location (City/State) _____ *Location*

NOTE: Firm to validated quantities listed on this sheet with supporting documentation in appropriate proposal tab sections.

Proposing firm to complete highlighted cells only

| TAB | Description | |
|------------|--------------------------------------------------------------------------------|--|
| 1 | Cover Letter | |
| | 1 Page - Professional/Format/Signed | |
| 2 | Table of Contents | |
| | Correct & Professional | |
| 3 | Executive Summary | |
| | 2 Page Maximum (plus Exhibit E) - Professional - coherent - relevant - concise | |
| 4 | Experience | |
| 4a | Years in business (minimum 3) | |
| 4b | Sample projects by firm in past 5 years | |
| 4d | Regulatory Experience | |
| 4e | Legally certified to conduct business in California | |
| 4f | Location(s) to execute work for SOCCCD | |
| 5 | Personnel | |
| 5a | Number of in-house staff | |
| 5b | Resumes - personnel qualifications | |
| 5c | Statement that all participants will meet or exceed min. state qualifications. | |
| 6 | Scope of Work / Scope of Services | |
| | Demonstrated understanding of desired services, Enhancements? | |
| 7 | Services | |
| | 2 Pages Maximum - Services Provided - Firm Philosophy - Process | |
| 8 | Additional Data About Company | |
| | On Going Education | |
| | DVBE - Small Business - Disadvantaged - Minority Owned | |
| | Internships | |
| | Other | |
| 9 | Professional Fees-Remain in sealed envelop for proposal review | |
| 10 | Client References/Recommendations | |
| | Number of References with phone numbers | |
| | Number of Written Recommendations from past clients and/or testimonials | |
| | Phone interview results | |
| 11 | Agreement Review | |
| | Review and comments attached | |
| 12 | Certification | |
| | Signed & correct # of addenda noted | |