

# **ADDENDUM NO. 3**

Date: November 28, 2017

for

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

South Orange County Community College District

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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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### **3-1 Q & A**

- Q1. The Scope of Work on page 5 calls for the successful agency to “design, plan, purchase and coordinate advertising placement”. However, on page 7, under implementation, it states: “Media and marketing materials ready for placement”. Will media buying and placement actually occur during year one or just be made ready for placement in year 2? If the expectation is that media will be placed during year one, could you provide a budget for what the media spend would be? If there is no set budget for media spends, how should this be addressed in the professional fees section of the bid? Should it be left out?
- A1. The Scope of Work and Implementation sections allows for the agency to determine if it wishes to provide consulting services only or act as a pass through for the placement costs. Please identify which approach your proposal takes.
- A1 in Addendum 2 addresses the budget for this RFQ&P. This project is part of a larger budgeted effort and the budget for media placement will be dependent on the remaining funds after the consulting agreement has been determined. This marketing project will continue for several years and there will be additional funding for consulting services, creative development, and media placement. This is why there is a reference to the possibility of two-one year options.
- Q2. Does the consortium wish to create a brand or campaign unique from the state campaign? Or does the consortium expect the successful agency to take the state campaign and use that as a basis for work locally?
- A2. The OC consortium is not bound to follow the State re-branding effort but we do not want to recreate the effort if we can use what has been developed. Do not be bound to the State material if it does not lend itself to your creative strategy. You are free to incorporate the State material if desired.
- Q3. For the Professional Fees section, we are asked to itemize the fee similar to the breakouts “found in the sample agreement”. Does this refer to Article 6, compensation to the consultant found on page 20? There are only three itemized areas: project initiation, research and analysis and implementation....should this be the organization followed

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and if so, can we break down the project into sub categories to give pricing for the recommendations/services we are providing?

- A3. Yes. Please keep the general categories so that it follows the itemized areas. You can break down the details into sub-sections.
- Q4. In lieu of complete resumes, would narrative bios suffice to demonstrate qualifications of key personnel?
- A4. Yes. Narrative bios will be acceptable. Please provide pertinent information that will provide the selection committee with your professional expertise and experience.
- Q5. Who are the key stakeholders and target audiences for this project?
- A5. This is a pretty broad group. The identified stakeholders include the community college career education programs, high school students and their parents, business and industry partners, and incumbent and future workers who are looking to improve their technical skills.
- Q6. Has a budget been allocated for this project? If so, can you share what that budget is to assist us in designing the most appropriate project plan?
- A6. This question was answered in Addendum 2. The regional marketing project is a larger project that has several other projects associated. Due to the nature of the bidding process, we will provide the exact budget dollar amount after the conclusion of the bidding process. We can provide that there is funding for this project that needs to be completed in December 31, 2018 and additional one year options that could continue the project for several years.
- Q7. Can you provide more details regarding the success measures for this project? For instance, are there any specific goals tied to marketing performance?
- A7. Ultimately, the Orange County region is being held to the five performance metrics that are detailed in the Strong Workforce Program legislation. While the marketing project is not directly related to the metrics, it does contribute to the region's success. We are looking for

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this project to improve awareness, improve enrollment of regional colleges, attract business and industry partners, and find jobs for our students.

Q8. What is your sense, currently, of brand penetration and awareness of Strong Workforce Program (SWP) among target audiences?

A8. We do not have any specifics for Orange County at this time. However, the State Chancellor's office performed an analysis during Spring 2017 titled Koski Baseline CTE Awareness Survey (<http://ccccteupdates.org/downloads/>). The State also facilitated a series of focus groups to understand public perceptions. We believe that Orange County would generally follow the findings of the State study.

Q9. Should the proposed Scope of Work include the creation of new brand messaging for the SWP?

A9. The Orange County region is looking at effective branding of the region's career education programs. If it is determined the State's campaign meets the needs of OC, then we would expect to expand and enhance the work that has already been done. If we determine that a different direction makes sense, we would consider taking a different approach. We want the successful consultant to provide us this guidance.

Q10. What media tactics have been used to promote SWP in the past?

A10. This is relatively new and has not been done on a regional basis in OC. Some individual colleges have done some marketing at a college level but they have not really focused on career education. The Bay Area Consortium (<http://www.baccc.net/regional-career-ed-marketing>) started their re-branding and marketing a few years ago. You might want to look at some of their findings.

Q11. Can you share sample of any previous marketing creative?

A11. Please A10 above.

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- Q12. What has been the media and advertising spend each of the last four years for SWP?
- A12. See A10 above. Prior marketing has been on a college by college basis with some colleges investing in marketing campaigns while others have not addressed the needs of their programs. The idea for this project is to benefit the nine community colleges and the North Orange County Center for Continuing Education.
- Q13. We have been in business since 2012, although we restructured the S Corp in early 2017. Does this fit the tenure requirement outlined in the RFQ&P?
- A13. We are looking for overall company experience. Your company restructure does not change your meeting the experience requirement of the RFQ&P. However, please be clear so that it does not affect the review committee's understanding of your situation.