**Written Questions & College’s Responses**

(as of 7/29/21)

**RFQ for Digital Marketing Campaign for Undergraduate Recruitment**

**Ref. No. T212021**

|  |  |
| --- | --- |
| **Question** | **College Response** |
| 1. Is the $25K budget exclusive strategy and services or does that include media cost? | The $25,000 budget includes media cost. |
| 2. Is this a monthly budget or is this the budget for the entire year? | This is the budget for the entire project/year, however more funding “could” be made available. |
| 3. What type of CRM do you use? (Salesforce, etc.)? | Slate |
| 4. Does the $25,000 budget on this RFQ include the advertising buy? | See response to Question #1 above. |
| 5. What has the school spent on advertising over the past 12 months? How much has the school spent? What digital channels has it advertised on? | We have advertised on Facebook, Instagram, and YouTube over the past 12 months. Enrollment also has spent money on name buys and miscellaneous advertising, such as print/mailing. |
| 6. Does the school currently have identified audiences that we can use to inform our targeting strategy? | Yes, we will provide. |
| 7. Does the school have creative assets (photos, videos) or will we need to provide those assets? | Yes, we will provide. |
| 8. Our firm is experienced in executing successful digital marketing services with clients outside of the education sector and we seek to enter the educational sector through the SUNY Geneseo contract. How does an absence of experience specific to the education sector impact the probability of being selected for this opportunity? | As indicated in the RFQ, preference is for firms with experience in higher education and references from colleges and universities are preferred. Thus, lacking this experience will put your quotation at a disadvantage. However, it is not possible to quantify “how the absence of experience” will impact your quotation in comparison to other quotations that have not been received yet, nor is it possible to project the probability of being selected without having received any quotations yet. |
| 9. The contract is expected to be awarded on August 11th with an August 15th deadline to complete creative and a September 7th campaign launch. With this compressed schedule, how much existing digital assets does SUNY Geneseo currently have? How much support/access will vendors have to SUNY Geneseo decision makers to develop campaign targets/benchmarks? | We have the existing assets. They need to be resized according to the media plan/placements. We also can quickly create new assets as the campaign moves forward, if need be. The vendor will have full access to the chief communications and marketing officer, director of admissions and  members of the marketing team, and will be added to our project space on Basecamp. |
| 10. How much support/access will vendors have to current SUNY Geneseo Marketing team during the entire contract period? Or does vendor work independently to increase inquiry pool & website traffic by 25%? | The vendor works independently to develop a digital campaign to support the goal of increasing the inquiry pool and website traffic from digital advertising channels, however there is full integration with the College marketing and admissions team to ensure full alignment with the  overall strategy. |
| 11. Budget is listed as $25,000 in Section D; however, in the Method of Award section, the award is listed with a discretionary budget of $125,000. Can you clarify the amount of resources that can be allocated to this engagement? | The total budget for this project is $25,000.  The $125,000 in Section 2(D) Method of Award is not at all related to the budget. It refers to the threshold for use of SUNY discretionary authority pursuant to NYS Education Law 355(5)(a). |
| 12. I saw the note indicating that this is not a bid opportunity in the rfp. Can you put a little context around that? What does that mean with respect to putting together a proposal for the school? | SUNY has discretionary authority to award procurements up to $125,000, which means we do not have to conduct a formal, sealed RFP or IFB opportunity. Instead, we may solicit three written quotations and make the award using our discretion based on which quotation is determined to offer the best value. |
| 13. I noted in the documents included within the link, there seem to be 2 different budget parameters - one under the heading of BUDGET for $25k and a second, under method of award, for $125k. Can you provide some information there, as well? | This procurement has an annual value of $25,000 and potentially a four-year value of $100,000 if the three potential renewals are used.  The annual budget is $25,000, and it needs to include the professional fee and media buy. We understand it's a small budget.  The $125,000 referenced in the method of award is simply referring to the SUNY threshold for discretionary authority purchases. It does not referring to the budget. |
| 14. Can you share more insight into your GEO targeting, you mentioned losing traction in the NYS Metro area. Are you only interested in targeting that GEO? If not, can you send me a list of zip codes? Or provide general GEO guidance. | Yes, we are interested in targeting that area, with secondary targets in the metro Buffalo, Rochester, and Syracuse areas, if funding allows (and it probably does not). |
| 15. Do you have the URL to the landing page already? | It depends on the call to action. We do have an apply page and a visit page that we have used.  <https://www.geneseo.edu/admissions/apply>  <https://www.geneseo.edu/admissions/campus-tours>  Pushing students to the apply page and visit page is critical, as well as getting students to opt-in as an inquiry. We have simplified the inquiry form to just four questions. Here is the link!  [<https://connect.geneseo.edu/register/?id=1533ec14-09ac-4d1d-a0be-676baabf786a>](https://connect.geneseo.edu/register/?id=1533ec14-09ac-4d1d-a0be-676baabf786a) |
| 16. Do you have a list of creative that you have available, broken out by either sizes or platforms? | We have images and videos, plus postcard content that could be resized as a digital ad. |
| 17. In terms of media, what are the biggest challenges you are facing? Where can your new partner bridge the gap from previous work that has been done? | We have a limited budget and lack internal expertise in digital advertising outside of Facebook, Instagram and YouTube. Where can your new partner bridge the gap from previous work that has been done? Help us maximize social spend and introduce us to other digital platforms we may not have  tried. |
| 18. Can you provide a breakdown (or rough estimate) of how media is currently being allocated by channel? | This is challenging because our digital coordinator position is currently vacant, so we are covering as a stop gap. Previously I would say Facebook 30%, Instagram 50%, Twitter 10% and LinkedIn 10%. |
| 19. Who are your competitor schools? | Comprehensive SUNY four-year college, SUNY university centers in Buffalo, Albany, and Binghamton, Syracuse University, University of Rochester, and Nazareth College. |
| 20. Is there an incumbent agency? Can you please share the name of that agency? | There is not an incumbent agency. |
| 21. What are your most popular program/majors? | Business, education, communication, sciences. |
| 22. Can you please share a breakdown of your student population? (e.g., male/female, full/part-time demographics, etc.)? | See the stats  [<https://www.geneseo.edu/ir/fast-facts-page>](https://www.geneseo.edu/ir/fast-facts-page) |
| 23. How large is your marketing team? | We have 9 people on our team. However, no one is primarily responsible for marketing, except the chief communications and marketing officer. Our enrollment management team has a director of recruitment with marketing responsibilities. We are weak in this area, hence our need to partner with an agency. |
| 24. Do responses to this RFQ need to be sent via email or is email acceptable? | Quotations are to be emailed to Rebecca Anchor at: [anchor@geneseo.edu](mailto:anchor@geneseo.edu) |
| 25. It was mentioned on the list of Questions and Answer that you utilize Slate for CRM, as we consider efficiency and budget would you be open to leveraging other platforms? | No. Slate has worked well for SUNY Geneseo. |
| 26. In regards to the format of the RFQ, are we able to use the template provided or should it be sent as a separate Word Document/White paper? | Respondents should use Attachment 8: Cost Proposal Form to submit their pricing, and complete all of the procurement forms as provided in the RFQ. However, Respondents may submit their Executive Summary, samples of work, and references, in their own, internal standard format, and send together with the Attachment 8: Cost Proposal Form and other required forms as a separate file or combined together in a PDF. |