Addendum One - Answers to Questions  
RFP #230524

For questions grouped together with one answer after the last question, that answer encompasses all the questions above it.

Budget

1. The proposal states that we demonstrate how we would spend the budget of $550K in FY25. Does the budget include our monthly agency retainer fees or is that separate?
2. May we confirm whether the media buy is included in the $550k budget? It would be helpful to understand if it is all-inclusive of media spend, production, and other hard costs.
3. Can you confirm that the budgets ($550k (Office of Marketing and Comm) and $100k (Office of Admissions) include strategy, creative, media, production, and retainer fees correct? And the retainer starts on January 1st, 2024?
4. It was stated in the pre-meeting that the total for this contract was $550,000. In the RFP:
   1) SOW Attachment 3: 8.1 is for the MARCOMM department and it states its $550,000.
   2) SOW Attachment 3: 8.2 is for the Office of Admissions and it states its $100,000.
   My question is was the $550,000 stated in the pre-meeting correct and the RFP is only $550,000 total or was the MARCOMM representative not aware of the Admissions portion of the RFP and there is an ADDITIONAL $100,000 from Admissions for this contract making the all included RFP valued at $650,000 total?
   The total available value of the contract is $650,000.

$550,000 is the total annual budget for the Office of Marketing and Communications component, Scope of Work 8.1. This will include the monthly retainer for creative development for the university for 12 months (RFP pg.13), production costs (for video), and media buys. The Office of Marketing and Communications Scope of Work continues to manage and advance the University’s brand awareness campaign as well as build on the Office of Admissions enrollment campaigns to better reach target markets. Marketing and Communications media spends can supplement enrollment marketing strategies developed for the Office of Admissions.

The Office of Admissions component, Scope of Work 8.2, has an annual budget of $100,000 and includes development of strategy, creative assets, and media buys to support proposed campaigns.

If an agency chooses to submit a proposal for both components, there would be one monthly retainer for Idaho State University and the monthly retainer would be paid by the Office of Marketing and Communications as part of their $550,000 budget. While there
are two scopes of work, the Marketing and Communications budget and scope of work also support marketing focused on growing enrollment as that aligns with the University’s goals and strategic plan.

It is possible for an agency to submit a proposal for one scope of work for either Marketing and Communications or Admissions. However, our preference is for agencies to submit a comprehensive proposal that would include all components of the RFP, for both the Office of Marketing and Communications and Office of Admissions. Our current scope of work includes both Marketing and Communications and Admissions.

All costs for each Scope of Work must be included in the stated budgets. The retainer would start at the beginning of the contract, which is estimated to start July 1, 2024.

5. We see that the marketing budgets are stated, however, what do you expect Marketing Firms/Agencies to invoice the college? In the past, did previous agencies invoice a monthly retainer and hourly rate or a flat rate for the duration of the agreement? Our past billing structure included 3 categories - retainer, media and production for video. Retainer was billed monthly and included everything but SEO, media buys, and production costs for video, including:
   - Strategic planning and analytics
   - Media planning, purchasing and agile management
   - Creative development of digital and print assets
   - Account management

Media included all media/ad spends and SEO and was billed when expenses were incurred.
Production included all expenses related to video production and was billed when expenses were incurred.

6. How has the budget been broken down historically (agency fees vs media spend)?
The allocation of the budget varied each year depending on the total budget available, strategic marketing plans, and if videos were produced. For FY23, the Office of Marketing and Communications and the Office of Admissions were combined under one scope of work and the breakdown was as follows:
Total budget: $720,000
Retainer: $228,000
Media: $420,000
Production (for video): $72,000

7. Are you comfortable with a budget model that includes fixed fees up front, and then a retainer model for future work?
We can explore the possibility of this budget model. One constraint to this model is that we are unable to pre-pay production costs for projects that will take place at a later time, meaning that ISU will need to be billed for production costs at the time of the project.

We expect that a retainer will be included in the Marketing and Communications budget, which is the current model.

8. Is the $100,000 budget for the Admissions Scope of Work firm or is there any additional budget available if deemed necessary to complete a comprehensive campaign and all asset development? Does this budget include digital ad spend?
   At this time, the budget is firm and would include digital ad spend. However, Marketing and Communications also supports enrollment marketing and a portion of the Marketing and Communications budget could be allocated to supplement media buys to increase effectiveness.

Previous/Current Marketing Efforts
9. You mentioned that you want us to build on your last four years of marketing. Can you outline what you've been doing?
   In 2018, ISU rebranded the University and embarked on a statewide awareness campaign to create visibility and presence for the University. Until that time, large-scale marketing efforts had not been conducted by the University. We worked with Mitchell + Palmer for creative and strategic development of the brand. Once the new brand was created, marketing and advertising focused on building awareness and recognition for the University.

   Over the last two years, the Office of Marketing and Communications has gradually shifted to be more connected with enrollment-focused marketing, which is largely led by the Office of Admissions. The Office of Marketing and Communications still prioritizes top-level marketing that builds awareness and recognition while collaborating with Admissions for marketing to meet enrollment goals.

10. How many campaigns did you run during the previous 12 months? How many unique campaigns does the Marketing and Communications team run in a year?
    The number of annual campaigns varies based on strategy and budget. In FY23 we ran four campaigns.

11. Is Idaho State currently running paid digital ads? If so, on which channels?
12. What is the current digital media buy budget for enrollment/recruitment?
13. What is the current media spend by channel annually?
14. What marketing mediums were used in the previous four years of campaigning?
15. What marketing channels are included for the Admissions Scope of Work?
Total media spend for FY 23 was $420,000. Marketing and Communications and Office of Admissions were combined in one Scope of Work. The media spend was divided among all media channels:

- TV: $67,610
- CTV: $40,000
- Hulu: $17,500
- Amazon: $11,000
- YouTube: $13,000
- Meta: $56,200
- Snapchat: $14,236
- TikTok: $25,573
- Programmatic Display: $27,500
- Retargeting Display: $30,000
- Geofencing Display: $11,000
- SEO: $36,000
- OOH: $71,118

The future allocations for media spends will vary from past spends as budgets have changed. We will work closely with the selected agency to strategically plan media buys to effectively reach our target markets.

In addition to creating campaign assets and media buys, our current agency partner has also created several print pieces that are incorporated into the Admissions prospective student communication plan.

16. What have prior name buy purchase volumes been for the past two cycles? ISU uses RNL (Ruffalo Noel Levitz) to purchase names on our behalf. In the higher education world, ISU is still pretty new to the name purchasing process and doing so in a strategic way. Admissions purchased a total of 58,540 names for fall 2022 and 69,517 names for fall 2023.

17. Does the university currently run a strategic search campaign for recruiting undergrads, transfers, and grad programs? If so, has it been handled in-house, or through an outside vendor? How many inquiries does the university have for 2024, 2025, 2026? How many Freshman prospects does the university purchase annually? Has the university purchased transfer names?

In the past we have not had a strategic approach to purchasing names and converting them to inquiries. In 2019 we partnered with RNL and their Demand Builder service. Historically, we have only purchased new, first-time names. Admissions still works with RNL but only for new, first-time students. Graduate recruitment is handled in a different office. The inquiries Admissions currently has in the system for 2024, 2025, and 2026 are listed below. Please know these are students who have reached out to us in some capacity to let us know they are interested in ISU. These are not purchased names. ISU
has not purchased freshman prospects. Last year was the first year we bought a few transfer names.

<table>
<thead>
<tr>
<th>Fall 2024</th>
<th>Fall 2025</th>
<th>Fall 2026</th>
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<tbody>
<tr>
<td>11413</td>
<td>2154</td>
<td>652</td>
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</table>

18. Given the complexity of modern marketing campaigns; how have you changed what you do to stand out amongst your competition?

a. Improved user experience?
   We continually seek opportunities to improve and enhance the student journey as they move from prospective students to alumni. Led by the Division of Finance, ISU is embarking on a series of budget and operational optimization initiatives. The purpose of these initiatives is to discover opportunities to strategically increase efficiency and effectiveness. Ultimately, our goal is to ensure that we are serving out students and meeting their needs in the best way possible.

b. Social and digital outreach?
   Until 2018 when we began working with the University’s first Agency of Record, social and digital marketing was minimal. We have significantly increased our presence in paid social and digital advertising as well as in our organic social content.

c. Inbox deliverability; assuring your emails are seen?
   This summer, the Office of Admissions revised the prospective student communication plan used by their office to guide and manage email communications for prospective students. The intent was to ensure that students are receiving the messages and information relevant to each step of their journey at the right time.

d. Influencer (parents, high school counselors, etc.) strategies?
   The Office of Admissions includes parents and school counselors as target audiences in their communications plan. Communications focus on developing relationships and sharing relevant information that impact the students they interact with.

The most significant change we made was to rebrand Idaho State University in 2018. Along with the rebrand, ISU embarked on a statewide awareness campaign to create visibility and presence for the University. Until that time, large-scale marketing efforts had not been conducted by the University. We worked with Mitchell + Palmer for creative and strategic development of the brand. Once the new brand was created, marketing and advertising focused on building awareness and recognition for the University.
Over the last two years, the Office of Marketing and Communications has gradually shifted to be more connected with enrollment-focused marketing, which is largely led by the Office of Admissions. The Office of Marketing and Communications still prioritizes top-level marketing that builds awareness and recognition while collaborating with Admissions for marketing to meet enrollment goals.

19. Please describe the ROAR program. Is it for prospective students, current students, or both?
ROAR is the current tagline for ISU. This was adopted in 2018 when the University was rebranded. There isn’t a specific program that students engage with - ROAR is part of our brand message.

20. Who developed the current marketing strategy?
Our current agency of record is Mitchell + Palmer, located in Boise, Idaho. They were our partner in rebranding the institution in 2018 and we have continued to work with Mitchell + Palmer since.

21. What is working about the current university brand? What areas need to be strengthened or evolved?
We are very proud of Idaho State University’s current brand. It continues to grow in recognition, awareness and affinity. Additionally, internal buy-in for the new brand also continues to grow. The designs, images and messages are strong, direct and recognizable. Our current Agency of Record has worked diligently to grow our brand presence and strength throughout Idaho.

Our new brand is still young. Evolving to stay fresh and current while maintaining brand integrity and consistency is critical in our brand recognition efforts.

22. Would you describe the brand as bold compared to other Idaho higher education options?

23. What is the appetite to create standout, disruptive recruitment work that breaks through the sea of sameness in university marketing?
We are proud of our brand and we believe that ISU has been open to trying new things, with creative guidance from our AOR, to elevate the visibility of our brand. In the landscape of higher education marketing, a lot of sameness exists and standing out from competitor institutions is vital.

24. Is there a link to the current print assets for enrollment that can be shared?
Samples of current print assets are available upon request. Please email wendyholder@isu.edu.

25. What is the current TikTok advertising policy?
   We are unable to access TikTok at Idaho State University. However, our agency is able to include TikTok in advertising strategies and media buys.

Marketing Objectives

26. Does the team have a sense of how many markets would be desired for the buy?
27. What audience segments are you hoping to grow/prioritize? Confirming the focus of this RFP is traditional undergraduate only and not graduate, non-trad, online, etc. (based on the target markets listed on page 7)?
28. Are there any out-of-state initiatives in the current enrollment/recruitment plan? If so, is there a cap on out-of-state enrollment?
29. What geographies do you run media in outside of Idaho?
   The geographic focus of our marketing is Southern Idaho and includes: Boise, Twin Falls, Idaho Falls/Pocatello. Southern Idaho is composed of 13 counties.

   Over the course of the potential contract period, we may consider expanding to surrounding states in alignment with strategic enrollment planning. However, there are no out-of-state recruitment/enrollment initiatives at this time and no specific plans outlined for the near future.

   Target market segments include:
   a. First-time, traditional students
   b. Transfer students (focused on in-state)
   c. Hispanic students
   d. Parents/guardians
   e. Online and in-person

30. The defined target market does not include adult learners. Is this a target market the university is interested in having vendors address in proposals?
   Other than transfer students, adult learners are not a target market at this time.

31. After a contract is awarded, what are the business objectives and KPIs you will use to evaluate the AOR's performance?
32. How does the team currently evaluate brand performance and impact?
33. I see that the focus is student recruitment. What is your current attendance and what are your goals for FY 25?
34. Please specify any shaping initiatives in the current enrollment plan or future desires.
Along with maintaining the momentum of current University-level awareness campaigns, KPI’s include increasing enrollment, new applications for admissions, requests for information from prospective students, requests for and completed campus tours, and participation in virtual tours.

Total student enrollment is a little more than 12,300. For FY25, the goal is to grow by 3%-4%.

Our current Agency of Record conducted two market surveys since 2018 to evaluate brand awareness and performance. Our goal is to conduct another market survey this fiscal year.

35. Are you targeting international markets? And if so, which ones?
   We are not currently targeting any international markets for the recruitment of students.

36. Re: Attachment 3, Section 8.3: What international markets do you seek to place media in, and what kinds of media? Do you currently have an existing partner for this work? If we don’t have experience in this area, is that immediately disqualifying?
   At this time, the Office of Marketing and Communications and the Office of Admissions are not targeting or advertising in international markets. International marketing is not a core component of the University’s enrollment growth strategy. However, our Albion Center for Professional Development is considering testing international markets to provide professional development courses. Since the University’s enrollment goals do not require international marketing support for this RFP, question 6 in Scope of Work 8.3 will have minimal impact on proposal evaluations and not having expertise in this area does not disqualify proposals. The purpose of this question is to understand future capabilities should the need arise.

37. What does the college "consider an enrollment" or lead? Phone calls, opt-ins on a landing page etc?
   Enrollment is student headcount each semester. Leads can come from requests for information (via web page), requests for campus visits (via web page), participation in the virtual tour, or attending recruitment events. Any activity that results in students providing information that will be entered into the CRM managed by the Office of Admissions is lead generation. That information can be used for marketing and communication with prospective students.

38. Are you looking for social media management, social ads or both? What social media channels need to be included?

39. Do you need us to manage your social media responses?
   The Office of Marketing and Communications manages the University-level organic social media content. We would like social ads and strategic guidance regarding channels, messaging and audience to be included in the overall media plan included in the proposal.
The Office of Marketing and Communications manages responses and comments received via our University-level social media accounts.

40. How prevalent will support of your traditions and events be for your AOR? Alumni relations?
Traditions are an important facet of our university and we hope to connect prospective and new students with our culture and traditions.

Alumni are a secondary audience as we are not planning to specifically target them with this RFP.

41. Do you have a specific channel, priority, or CTA in mind for the video that needs to be completed by Jan. 1?

Our goal is to create a new institutional spot that continues to tell the ISU story by focusing on the next phase of the student journey. Our current video assets depict parts of a prospective student's journey - choosing to attend ISU and moving into campus housing. Our priority for the next video is to demonstrate the next phase of a student journey - actively engaging as an ISU student.

This project will create a :30 spot and 5 additional format videos using the same content that can be used for digital advertising and multi-channel delivery.

42. Understanding that many institutions use paid media to supplement a larger trad search effort, is ISU planning any kind of purchased names strategy in conjunction with but separate from this paid effort?
The Office of Admissions typically utilizes name purchase strategy in its recruitment efforts. Name purchases are managed by the Office of Admissions and are separate from the deliverables requested in this RFP.

43. The university is requesting one :30 spot, how long should the other 5 additional format videos be?
The purpose of the short format videos is to use them in digital and social advertising as well as to be posted on university websites. The length of the additional videos would be tailored to best fit the channels where the videos would be placed.

44. Does the university wish to use these videos as part of the TV commercial placement schedule in 8.1.3, or will they be used in other marketing mediums, i.e. website, social media, email communication?

45. Video/Commercial Production- Do you have requirements for where this spot and additional videos will be living- e.g., website, social media, in media? Or will this be
based on the recommendation of the agency? Is there a usage length requirement- e.g., 1 year, up to 5 years, at the recommendation of the agency?
The main focus will be on mediums other than traditional TV (CTV, social, digital, websites, etc.) However, there are key times in the year when we place TV spots locally, such as during the Super Bowl and March Madness.

We will rely on the expert recommendations of the agency to provide guidance that will help us best utilize videos in our short-term marketing objectives as well as our long-term strategies.

46. Is PR part of the agency scope?
   Not at this time.

47. Is there a strategy to improve national rankings and coverage of achievements?
   This is currently handled in house by the Marketing and Communications team.

48. Does the university need fulfillment of print publications as part of the engagement?
   No, this is managed in-house.

49. Are we promoting the on-campus experience or also online courses?
50. Within the outlined target market, is the university interested in a two-pronged approach of recruiting both traditional on-campus and online educational options?
   Yes, we are interested in promoting on-campus and online programs.

51. In the RFP, page 4, under Goals, it lists Enrollment, Faculty, and external partnerships as part of the initiatives. Enrollment and brand awareness are identified. Does the university wish to have a specific plan for the faculty and external partnership audiences?
   Not at this time. The intent of the RFP section referred to in this question is to share background information about ISU, specifically the University's strategic plan. Faculty and external partners are segments that are reached in our brand awareness campaigns, but they are not target markets for this RFP.

52. Aside from digital and print asset development, does the university need assistance in developing content and strategy for email fulfillment communications?
   The Office of Admissions recently revised the communication plan for prospective students, so there is not a need for assistance in this area at this time. However, opportunities may exist in the future to further develop email communications.
About the Idaho State University

53. What institution do you perceive to be your biggest competition in the region?
   University of Idaho. Additional competitors include Boise State University, in-state community colleges, BYU-Idaho and nearby universities such as Utah State University or Montana State University.

54. In your words, what is the greatest threat the University faces?
   Idaho State University faces many of the same threats experienced by higher ed institutions across the country, such as the current enrollment cliff, changes in the economy and increases in operational costs. One threat that has a strong and direct impact on ISU is a declining go-on rate in Idaho as fewer high school graduates in Idaho are choosing to seek post-secondary education.

55. Can Idaho State share current and last year’s numbers for each stage of the enrollment funnel – prospect, inquiries, applicants, admitted, committed, enrolled?
   ISU does not have an enrollment deposit. We count our Attended NSO as our confirmed number and only new, first-time students are required to attend NSO. This table reflects funnel numbers for all student types (new first-time, transfer, former, non-degree, and post-bach), so we didn’t include a confirmed number because that would not reflect an accurate data point.

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<td>Admitted</td>
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<tr>
<td>Enrolled</td>
<td>2314</td>
<td>2248</td>
</tr>
</tbody>
</table>

56. What CRM does the university use?
   Ellucian CRM Recruit

57. Does the university have a detailed plan for retention and student support?
   Yes, we have a detailed plan for retention and student success. We have many efforts underway that we believe have a positive impact, however, the largest single effort has been the implementation of our early alert student success platform, ISU Navigate.
This system allows us to pull our faculty, academic advisors, and student support departments on a single platform. We have been implementing Navigate since the Fall of 2021 as we enter our third year on Navigate. Thus far our focus has been placed on first and second year students as we now have 400+ general education and key gateway courses on the platform; and last year we had over 90% of our first and second year students in courses with faculty providing early alerts. This has led to over 3,000 alerts being entered into the system by faculty each semester, as well as over 6,000 semesterly student appointments logged in the Navigate system.

Ultimately, this level of care for our students has led to an increase in our student retention over the past three years. Our retention rates between 2016-2020 averaged 64.1%. Retention data began to increase in Fall 2021 at 66.7% and the retention data for Fall 2022 was 70.8%. We are excited to see that the preliminary retention data for Fall 2023 is still trending up at approximately 73%.

We are excited about the growth we have made in the areas of retention and student success and working hard to see continued improvements.

**Contract Management**

58. How often would the hired agency need to go in person?
   The frequency of in-person meetings would depend on the project and the home location of the agency. Most of the work done with our current agency is done remotely and it's possible that the contract management could be entirely remote.

59. What level of reporting/dashboard access do you require?
   Since all agencies operate differently, we are open to tailoring work processes to best fit the working relationship with the selected agency. Currently, we have a standing weekly meeting and monthly reporting for media performance. We operate best with easy access to information and we prefer to have a high level of involvement with the agency.

60. Does the university have a large collection of high-quality photographic images, or would you like to have us provide these services as part of our RFP response?
   The Marketing and Communications staff includes a photographer and a videographer. They maintain photo and video libraries that are available for use in creative development. However, larger projects may require additional professional support to capture the necessary photo or video assets.

61. Does the university have an established branding guide that includes design, colors, and font usage examples?
Yes, our brand guidelines can be found at isu.edu/brand.

Proposal Process
62. How long will the contract be in place and how many years will the contract possibly be extended?
   The initial term of the contract is to be one (1) year with an option to renew for an additional three (3), one (1) year periods, upon invitation from Idaho State and mutual agreement with the selected agency.

63. Does the agency have to have the proper insurance before or after the bid is awarded?
   Not necessarily, but it will make the process faster during the award period.

64. Is Idaho State University only considering agencies with experience marketing educational services even though their team members have experience working on robust EDU marketing campaigns?
   Our preference is to work with agencies or individuals who have experience in higher education marketing. The questions in Scope of Work 8.3 provide an opportunity to describe how your firm has experience in higher education. You may describe the firm’s experience as a whole or you may discuss the experience of the higher ed experts on your team.

65. Will the list be made public of who’s bidding on the RFP?
   A list will be shared, upon request, after all the proposals have been received.

66. Are we able to submit a bid for only the services we specialize in?
   Yes, it is possible to submit a proposal with a more narrow focus to capitalize on agency strengths, and such proposals are welcome. However, our preference is for agencies to submit a comprehensive proposal that would include all components of the RFP, for both the Office of Marketing and Communications and Office of Admissions.

67. Are these listed creative assets (outlined in the Scope of Work 8.1.2) suggestions, or do you want the prospect to include all of them in their scope and cost proposal?
   We look forward to receiving creative proposals with recommendations and suggestions that demonstrate unique possibilities for University marketing campaigns. Proposers should use experience, expertise and creativity to develop a proposal that offers ideas, asset recommendations and proposed strategies to meet ISU’s marketing needs and goals. Once an agency has been selected for the FY25 contract year, the scope of work and deliverables can be refined through discussions with the agency and ISU.

68. Are professional bios sufficient rather than resumes? (7.2)
69. Can vendors list key personnel and their experience on similar projects, then in lieu of a resume, include a link to each person’s LinkedIn Profile?
Yes, as long as enough information is provided to clearly demonstrate team member’s skills and expertise as they relate to the execution of the Scope of Work.

70. What are the top three criteria you are using to evaluate agencies?  
The evaluation criteria is outlined on page 12 of the RFP. Included in the evaluation criteria are the Scope of Work, Presentations/Demonstrations, and Budget Proposal.

71. How many agencies have been invited to respond to this RFP?  
Thirty-eight agencies were contacted.

72. Can you clarify if we should be sending the included Reference Form to our intended references, or if Idaho State plans to send that form to our included references? And are we reading correctly that those are to be received one week in advance of the proposal deadline?  
Send the Reference Form to your chosen references, your references are to send the completed forms to wendyholder@isu.edu one week in advance of the deadline. There are instructions on the form.

73. Are we understanding correctly from page 14 of your RFP that cost is not considered until after oral presentations?  
Cost is considered at the end of the evaluation process.

74. Re: Attachment 3, Section 8.3: It appears that question 4 in "Open Questions" is cut off — can you please clarify what you seek here?  
Explain what metrics will be collected, the frequency for sharing data with the University, and how data and metrics are used to create adaptive and responsive campaigns.

The online form has been updated.

75. Are agencies required to put all of our answers in the provided forms, or can we include the requested content in our own format?  
76. Please clarify the format the proposal should be submitted. Should we begin with the documents provided or can we provide a format in which we answer the questions within our own format?  
77. Page 18 of the RFP, Attachment 1 – Offeror Questions - specifies how questions are to be submitted, are you wanting our questions submitted on this pdf page exactly? Or can we just use the format in our email so we won’t be trying to cram the questions into the space provided?  
To receive the non-PDF format for each form, please contact Wendy Holder at wendyholder@isu.edu.  
You can include additional documentation if needed. Please review instructions in the RFP. Use the provided forms when possible. If you modify the forms make them straightforward and easy to understand. You don’t want your proposal to be cumbersome for the committee to evaluate.
78. To clarify, are you looking for sample/spec creative as part of our proposal or presentation?
   Since experience within higher education is strongly preferred, a successful proposal will share examples of previous work with a higher education brand. The proposal should include portfolio examples of previous creative work from concept to delivery. Share with us how the work achieved results and a solid return on investment.

79. Where has the RFP been posted?
   The RFP can be accessed on ISU's Purchasing website under Solicitation Opportunities.

80. Is there an incumbent agency?
81. What company currently handles the services listed in this RFP?
82. How have you handled these services in the past?
83. Is Idaho State currently partnering with a vendor for enrollment management campaigns? If so, what are you seeking to improve with a new vendor partnership?
84. Is there an incumbent? If so, what are the concerns of continuing work with them? Is the incumbent partner invited to participate in this RFP? Why or why not?
85. Why are you issuing this RFP at this time?
   We currently work with Mitchell+Palmer, located in Boise, Idaho, to develop and execute the University’s statewide marketing campaigns. We hope to build on the current momentum of these marketing efforts.

   Mitchell+Palmer was our creative partner in rebranding the institution in 2018. We have continued to work with them since that time and an invitation to submit a proposal was extended.

   This RFP comes at the completion of a 4-year contract with Mitchell+Palmer. The RFP process is governed by state and institutional policies and processes for securing large service contracts.

86. Is there preference toward local or Idaho based agencies?
87. Will an agency outside of Idaho be considered?
   We have not included a preference for in-state agencies in our evaluation process for proposals.

88. Page 6, proposal may be submitted manually or electronically. Do you prefer manually? Do you want the electronic copy to be printable?
   We don’t expect the documents to be printed. They can be shared electronically with the evaluation committee. Please send proposals to wendyholder@isu.edu.

89. Do we need to formally register with you to be included in the RFP?
   No, the registration was only for the pre-proposal zoom call.
90. We have a partner media agency that we collaborate with who would handle the media portion of the RFP. Do they need to register separately or can we submit the proposal as one?
   If you will be working directly with the third party to place media and ad buys, then you can include the partner as part of your proposal. Scope of Work 8.3 open question 6 provides an opportunity to discuss how you collaborate with contractors, freelancers, and vendors to provide services to clients.

91. Please provide your scoring rubric for evaluation of submissions.
   The evaluation criteria can be found on page 12 of the RFP. For the criteria being scored we are using a 1-10 scale.

92. Aside from the recommendation for placement and strategy documentation, does the university want the response to include the management of campaigns for all deliverables?
   Yes, as we partner with an agency, we would rely on the agency to monitor campaigns, make strategic recommendations, adapt strategies to bolster campaign effectiveness and report on campaign outcomes.

93. Is there a preference for an agency with experience buying media in your local markets?
   We strongly prefer agency experience with buying media, but that experience does not have to be in our local markets.

94. Will all agencies who pass the proposal review be invited for an oral presentation?
   Not necessarily. See Section 10, #10.4, in the RFP document.

95. Will cost proposals be reviewed before or after oral presentations?
   Cost proposals are reviewed after oral presentations.

96. The fourth Deliverable Option (Attachment 2, page 13) in the table states “Video/Commercial Production” .....Does this include Radio Commercials?
   We are not pursuing radio ads at this time. However, we plan to include streaming audio ads in our marketing mix.

97. The second Details (Attachment 3, page 14) in the table states “Create digital and traditional creative assets...”Does the traditional creation include video, tv, and radio commercials?
   This question pertains to the Office of Admissions Scope of Work and is referring to
   • the digital campaign assets that support strategic marketing to grow enrollment
• Print collateral that support components of the prospective student communication plan and funnel.

98. Open Question 5- can you please clarify what you mean by “retainer fees/costs”? Are you referencing overhead of staffing plans?
Please describe your use of retainer fees and any other standard fees your agency charges to clients as regular fees to cover an agreed upon range of services for long-term client relationships.

Our past billing structure included 3 categories - retainer, media and production for video. Retainer was billed monthly and included everything but SEO, media buys, and production costs for video, including:

• Strategic planning and analytics
• Media planning, purchasing and agile management
• Creative development of digital and print assets
• Account management

Media included all media/ad spends and SEO and was billed when expenses were incurred.
Production included all expenses related to video production and was billed when expenses were incurred.

99. Open Question 5- Can you please clarify what you mean by “how accounts are managed”? Are you referring to operations, process, management style, and/or staffing?
Answers to this question should provide an understanding of how your agency manages client accounts, which will give an idea of what to expect as your client. Information that demonstrates the agency’s process for client account and relationship management would be relevant.

100. Question 1 under the section “Questions (yes/no)” notes the potential for additional projects that may come from ISU departments/colleges “which would fall under the integrated retainer.” Does this mean that additional projects are expected to be executed within the budgets as outlined in the RFP Attachment 2 and will not be subject to additional fees of scope for the agency?
It is possible that University units other than Marketing and Communications or Admissions may request assistance with media buys, creative asset development or website improvement. For unit requests that align with the University's retainer, this work would fall under the integrated retainer. Appropriate additional fees should be charged for work that does not align with the University’s retainer, such as projects requiring video production. In the past 5 years, 5 units outside of Marketing and Communications or Admissions added requests for assistance.
101. Only Senior and Junior records are identified in your “fee schedule.” Are you open to including sophomores?
   Sophomores are currently included in the recruitment process and receive communications tailored to this audience. So, yes, we are interested in connecting with sophomores.

102. Do mailers need to be included in this RFP or are they part of the submission for July 19th?
   The mailers with the July 19 deadline were for an entirely different project.