

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
Northeast Higher Education District**

**REQUEST FOR PROPOSAL (RFP)
FOR
NHED COMPREHENSIVE MARKETING STRATEGY
Addendum 2 ~ June 20, 2016**

This addendum is being provided to respond to additional questions received from Vendors about the Northeast Higher Education District Request for Proposal for NHED Comprehensive Marketing Strategy issued June 6, 2016.

The proposal due date of July 7, 2016 by 4 PM, will NOT change as a result of this Addendum.

VENDOR QUESTIONS, MNSCU ANSWERS

Q1 In priority area, who do you see as the primary new target audience (outside of the typical immediate geographic areas)?

A1 The five colleges of the district are beginning to recruit students from areas outside of our colleges' surrounding communities. We hope to increase enrollment by drawing students from the Twin Cities with additional target areas as identified throughout Minnesota, Wisconsin, Iowa, North Dakota and South Dakota.

Q2 Once the decision is made, how will NHED provide oversight and facilitation of the process with the selected vendor? Will there be a single point of contact from which all work and decision-making will flow?

A2 Elise Pelletier, Executive Assistant to the President, will be the single point of contact. Oversight and facilitation of the process will be coordinated with the district marketing committee, made up of admissions/marketing representatives from all five NHED colleges.

Q3 **Visual Identity Development** (p. 9) Regarding trademark research/approval, we understand that the vendor will conduct initial trademark research and NHED's legal department will facilitate the trademark approval process. Is this correct?

A3 Yes, if there is trademark approval, NHED will handle the approval process through its legal resources

Q4 **Visual Identity Development** (p. 9) Regarding testing of marketing elements with stakeholder groups, could you provide more detail on these groups (group size, functional area represented, institutional representation, etc.)

A4 We will focus on external groups and look to the vendor for suggestions of which ones would benefit us. One audience might be high school counselors, for example.

Q5 Detailed report and compelling presentations (p. 10) Regarding “creative examples”, to clarify, are you requesting other client work that represents relevant/illustrative examples (vs. spec creative)?

A5 Yes, it could be other client work and/or potential concepts to be used for our colleges

Q6 Section V. Response Evaluation (p. 10) indicates a workplan as 25% of vendor scoring. As discovery/environmental inventory will strongly inform this plan, will a high-level workplan for NHED and a sample client-actual customized plan suffice at this time to show level of detail, expertise and quality?

A6 Yes

Q7 What specific enrollment goals do the colleges wish to achieve? How will success be measured by NHED?

A7 The five colleges of NHED have seen overall enrollment decreases each of the last six years. As of fall 2015, fifty-nine percent of our students came from local area high schools. Our enrollment goals are to increase the overall number of students at each college and to increase the number of students at our colleges from outside our local area. Success will be measured by increasing our overall enrollment and receiving more applications from students outside our traditional service area.

Q8 Are the advertising and printing budgets allocated within the \$250,000?

A8 Yes

Q9 Is a website hosting recommendation needed?

A9 The colleges and NHED sites are currently hosted by Modex. If you have a recommendation you feel would make a difference, we will take it into consideration.

Q10 Will NHED’s lead capture goals and process be developed in conjunction with the individual colleges’ existing systems?

A10 Marketing strategy will be complimented by efforts of a regional recruiter working with these targeted groups, in addition to existing best practices for recruiting and admission at the colleges.

Q11 Is there a preferred Content Management System for the website or are you looking for recommendations?

A11 The colleges and NHED sites are currently hosted by Modex. If you have a recommendation you feel would make a difference, we will take it into consideration.

Q12 Is this proposal seeking 5 or 6 different logos? It's clear that it is seeking 5 new logos for the colleges, but is it also seeking a new visual identity for NHED itself?

A12 No, we are not seeking 5-6 different logos for the colleges. The marketing strategy could include a logo that represents collectively all five colleges.

Q13 On page 9 under Visual Identity Development it is stated that, "Testing of multiple versions of marketing elements (for example, logos and taglines) with stakeholder groups is key, and details/costs involved in garnering district-wide feedback, acceptance and support should be included."

Should the vendor expect to travel to each stakeholders' individual locations to present, or should the vendor anticipate stakeholder meetings to happen as one large group?

A13 Initially, the vendor should anticipate stakeholder meetings as one large group. As we get further into the work plan we may find it beneficial for travel to individual locations.

Q14 Is every vendor expected to create a marketing plan for this RFP?

A14 No. Please see A15.

Q15 On page 10, under Response Evaluation, 25% of the evaluation weight will be given to the 'Work Plan'. Can NHED please provide a bit more information as to what they would like to see for this work plan? Is this a marketing plan? Or potential tactics for consideration?

A15 We would like to see the process and timeline spelled out on how the vendor will work with NHED to create an integrated marketing strategy. Components might include how and what information is collected, which stakeholders will be asked for input, and how ideas will be vetted between the vendor and the NHED Marketing Committee. A full marketing plan is not expected to be part of the response to this RFP, however potential tactics for consideration could be submitted to illustrate past experiences or initial thoughts from what the vendor knows of our competitive environment.

Q16 Approximately how many training sessions are anticipated for the district office leadership, campus leadership and campus marketing staff? One large meeting? Or an individual meeting at each college location?

A16 We will set up one training session for district marketing committee with potential follow-up meetings as necessary.

Q17 Is the landing webpage with 1-10 subpages intended to be branded for NHED? Or will there be individual pages for each of the colleges? Or will it be both of these things?

A17 It is not intended to be branded specifically for NHED. This landing webpage is intended to reflect a

shared marketing identity for all five of the colleges, with links to the individual college websites.

Q18 We would like clarification on the goal to eliminate the use of NHED as it relates to marketing and publicity. Is the goal to completely remove the use of the NHED acronym only? Is the goal to also move away from using the "Northern Higher Education District" name in marketing materials?

A18 "NHED" or "Northeast Higher Education District" is not a widely known or recognized identity. The goal is to introduce a new marketing strategy or identity that communicates the collective value of the five colleges in a manner that focuses on unique programs. – Pg 5 in RFP

Q19 Is there an expectation for speculative work as part of this proposal?

A19 Vendors should provide samples of creative as they see fit to best represent the overall vision. It could be other client work and/or potential concepts to be used for our colleges.

Q20 Page nine (9) of the Request for Proposal refers to purchasing advertising. Who/what are the target markets? Are you trying to increase presence in any particular market?

A20 The five colleges of the district are beginning to recruit students from areas outside of our colleges' surrounding communities. We hope to increase enrollment by drawing students from the Twin Cities with additional target areas as identified throughout Minnesota, Wisconsin, Iowa, North Dakota and South Dakota.

Q21 When does the Northeast Higher Education District hope to roll out the advertising associated with the new brand?

A21 Depending on the length of time it takes to develop the marketing plan in concert with the NHED marketing committee, our goal for rolling out new advertising is between mid-October 2016 and January 2017.

Q22 Is there data/research/documentation available that indicates the challenges facing the Northeast Minnesota Higher Education District colleges in northeastern Minnesota?

A22 Yes, our district's office of institutional research is able to pull data on request by successful vendor. Also, please see the [NHED White Paper – Creating Advancement Strategies](#).

Q23 What sets the Northeast Higher Education District colleges apart from other colleges in Minnesota?

A23 Our region offers opportunities for a different recreational and cultural experience than what many students are familiar with. Many students, especially of traditional age, care just as much about their student life experiences at college as they do the quality of the education. We want to highlight ways to capitalize on the uniqueness of our region in addition to the quality of education students will receive at our colleges.

End of Addendum 2

Dated: June 20, 2016

Elise Pelletier, Executive Assistant to the President
Northeast Higher Education District
epelletier@nhed.edu