

Questions/Answers for MCC's Marketing RFP

- General MCC Questions
 - What are your business goals for the time period of this RFP? [To offer the best marketing means at an affordable price, reaching the counties that we service.](#)
 - What are the biggest challenges / roadblocks you have? [Our budget](#)
 - How will you measure success of the new advertising campaign? [ROI.](#)
 - How do you measure success of your programs? [Enrollment. How many people acted upon the marketing to enroll, attend specific events, etc.](#)
 - Example: Enrollment numbers at the end of the year, job placement rates, etc.?
 - Besides the obvious goals of awareness of the breadth and depth of your programs and increasing enrollment, what else are you concerned about? [How expensive marketing has become.](#)

- Audience Questions
 - Who is your “highest value” student? [All of the below. There is no one “highest value” student.](#)
 - Example: specific program types, classes, location, traditional or nontraditional student, etc.

- What is the value of a credit hour to MCC? <https://www.muskegoncc.edu/financial-services/tuition-and-fees/>

- Advertising / Agency Questions
 - Will the chosen marketing agency handle placing media for all of MCC's annual marketing budget? [No. That information is contained in the RFP.](#)
 - If yes, what is the total marketing budget for the period of this contract?
 - What do you like about how the current agency partnership works? [The current agency is not relevant to this process.](#)
 - What would you like to see different with the new agency partnership? [The current agency is not relevant to this process.](#)
 - It is mentioned that marketing support is needed for Enrollment, Academic Affairs, Community Outreach, Athletics, Foundation, and other functions retaining to MCC and assisting OCO. Will all of these programs share the same marketing budget? [For the marketing that the agency will provide, yes.](#)

If other RFP questions have been asked, will all the questions and answers be posted to the MCC website? [Yes](#)

1. Item #3 states “Design, develop, and deliver promotional materials” – Are you referring to “give-a-ways” or would that include marketing materials to promote events such as brochures and flyers? [That would consist of marketing materials to promote events such as brochures, flyers, etc.](#)

3. What type of frequency do you anticipate my team will need with the MCCC staff? [At least once a week, whether it's in person, phone or email.](#)

4. Are any additional expenses such as billboard, online advertising, print publications, etc expected to be included in the maximum budget amount, or would that be additional? **The budgeted amount for MCC's marketing (up to 75%) would cover those expenses.**

Description of Services

Page 2, Item #1: Provide strategic marketing support for special projects,....**There are strategic marketing objectives related to enrollment that are being implemented that may require reporting or sharing information with the marketing team (ex: ROI, analytics for search ads, etc.)**

Page 2, Item #3: Design, develop and deliver promotional materials for designated initiatives and events. **We desire a creative campaign design that can be used for enrollment, branding, or other designated campus initiatives that can be incorporated into all mediums, such as print form, posters, brochures, the website (which MCC will administer) and social media (which MCC will administer).**

Contract Value and Term; Requests for Service

Page 3: The maximum contract value of each contract resulting from this RFP, including services performed and reimbursement of costs and expenses incurred, if any, may not exceed \$25,000. **MCC is seeking a company to provide placement for billboards, digital/banner, print, TV, radio, search advertising ads. The company will develop the creative design that will be incorporated on all mediums for internal and external usage. The company will provide placement for approximately 75% of the entire marketing budget for MCC. The contract amount of \$25,000 is for each year.**