Q: Firm Profile, E-4, #9 & #10: Under the “Firm’s Profile”, are a total of ten clients required when answering questions #9 and #10?

No.

Q: Can you share with us at this time how much Montgomery County Community College has budgeted for the services requested in RFP No. 07-032416RFP-01?

The College has estimated a budget of approximately $500,000, including media and fees.

Q: Is there an incumbent agency currently working with the Montgomery County Community College for the services requested in the RFP? What is your level of satisfaction with their work?

There is an incumbent agency of record. The contract is ending on June 30, 2016.

Q: Who do you consider to be some of MCCC’s residential and online peer institutions?

- Neighboring community and junior colleges
- PASSHE schools
- Surrounding four (4) year colleges and universities

Q: What is the percent breakdown of MCCC’s current media mix?

- Digital: 40%
- Transit: 25%
- Radio: 15%
- Outdoor/ Out of Home: 15%
- Event/local sponsorships: 5%
- Print: 5%

Q: In the past, what analytic tools has your previous vendor/in-house marketing department used?

Google Analytics and a proprietary software provided by our agency.

Q: Do you have a desired target percentage increase in year over year enrollment?

Enrollment has been declining for the past 5 years. An enrollment goal has not yet been set for the upcoming year.
Questions & Answers

Q: Can you provide historical media spending figures and the associated media mix for the last five years?

The College has estimated a budget of approximately $500,000 annually, including media and fees.

15-16 Breakdown (5-year breakdown is not available)
- Digital: 40%
- Transit: 25%
- Radio: 15%
- Outdoor/ Out of Home: 15%
- Event/local sponsorships: 5%
- Print: 5%

Q: Do you have a desired target percentage increase in year over year enrollment?

Enrollment has been declining for the past 5 years. An enrollment goal has not yet been set for the upcoming year.

Q: Do any aspects of website development / management play into this contract? What role do you anticipate the selected partner would play there?

No. There is a separate RFP that is published for the College’s website redesign project.

Q: Are the creative materials developed in-house? Or do you have an agency that handles creative services for you?

We do not have any creative services in-house. We have a separate RFP currently posted to identify multiple creative partners for the upcoming year.