



San Bernardino Community College District Answers to Vendor Questions

1. **Do you have an estimated media budget?**
We ask bidders to recommend a media budget allocation based on the total, not to exceed the amount of this RFP of \$900,000.
2. **How many welcome/orientation videos do you anticipate and what length?**
We anticipate at least two welcome/orientation videos or one per college. The range of the video length is between 5 and 10 minutes.
3. **What collateral already exists?**
Brochures, flyers, and digital information on college websites.
4. **Do you have existing brand guidelines?**
Yes. While the district and colleges have independent brand identities, we welcome creative proposals that promote co-branded marketing/communications.
5. **Is the 15% pro bono work on top of the \$900K budget or within the budget?**
Yes, on top of the \$900,000 budget.
6. **Are all colleges in the SBCCD system looking to run a joint campaign with branding?**
Yes, we encourage bid proposals that co-brand the colleges within the SBCCD system.
7. **When was the last time the college's conducted a SWOT analysis?**
A districtwide SWOT analysis was conducted in 2018.
8. **What research have the colleges conducted on the affect and barriers to students during the COVID-19 pandemic?**
An archive of SBCCD data reports is available at <https://sbccd.edu/district-services/research-planning-institutional-effectiveness/fact-book.php>. The colleges complement local findings with statewide data reports as well.
9. **Are the colleges looking for a full brand or a tagline for the district that unites the 2 colleges? How do they foresee this playing out with their current materials?**
Bidders may propose taglines and collateral materials that co-brand the colleges, while maintaining each college's brand identity (logos, colors, etc.) and highlighting their unique attributes.
10. **Do the colleges currently have the capacity to track inquiries and awareness in a system like a CRM?**
Neither college currently utilizes a CRM.



- 11. What marketing activities and strategies do SBVC and Crafton Hills have in place for Fall? In consideration of the RFP timeline and the district's want/need to promote Fall in their marketing activities. Do SBVC and Crafton Hills have collateral that can be used in promotions while collateral and marketing materials are being created by the agency? If so, what are these collaterals?**

Both colleges have a wide range of materials that have been developed for use in past campaigns, including videos, publications, and graphics, but would be looking to the vendor for the development of updated materials and content.

- 12. Scope of work #7 - Are these to be branded at the district level (contingent upon these processes being the same at both colleges) or are they to be specific to the individual college?**

Bidders may propose creative materials that co-brand the colleges in a fashion that maintains their brand identities in a visually cohesive way.

- 13. Scope of work #8 - Have the colleges sent this type of postcard/flyer in the past? If so, what do these entail?**

San Bernardino Valley College has mailed postcards to the local community inviting them to enroll.

- 14. Scope of work #9 - Do the colleges/district have texting capabilities? If yes, what are the platforms and limits to their contracted texting service providers. Approximately how many people are on these lists?**

The colleges and district use a combination of texting services using two different online programs. Bidders may propose other services that allow for two-way communication between the sender and recipient and CRM integration. The colleges' contact list includes about 30,000 current and former students.

- 15. Do the colleges currently have a call center on campus? Who handles these calls on campus currently?**

San Bernardino Valley College has a small call center that is staffed by the student equity division. Crafton Hills College doesn't have a call center, but has a chatbot on the homepage with frequently asked questions from students and potential students.

- 16. Since this RFP will be approved by the board on May 12, what activities are realistic for the colleges to execute for fall 2022 and summer 2022?**

We welcome recommendations from bidders on a timeline that accomplishes the goals of the RFP.

- 17. Would the district please provide any past marketing plans from the district or college or provide a list of activities the colleges are currently doing for consideration in the proposal?**

Previously-used marketing plans can be provided after a vendor is selected. Duplication of efforts between the vendor and colleges is not a concern, since the colleges would prefer to leverage the vendor's expertise as much as possible, inclusive of efforts that may have been campus-specific in the past.



18. Do the colleges have conversion data for inquiry to application to enrollment to census day? How is this data tracked in the college's current systems?

The colleges currently have limited capacity to process conversion data. Raw data regarding all stages of the matriculation cycle is available.

19. Please would you delete the requirement or implication that the respondent's proposal includes work to be done in advance of a contract, and state that lack of submitting such advance work will not detract from a positive consideration of the proposer, as follows: a) Integrated Marketing and Communications Plan and Strategy including a SWOT analysis, unique brand value proposition, talking points, b) Advertising Creative and Creative Plan including Creative Concepts and a Media Plan?

Complete plans are not required to submit a proposal. However, we request bidders to outline their approach or recommendations to accomplishing these items if they are awarded the contract.

20. Please would you delete the statement "SBCCD reserves the right to use any or all ideas or concepts presented in any Proposal. Selection or rejection of the Proposal does not affect this right." Or could you revise your statement to say that SBCCD will compensate the proposer for SBCCD's use of these ideas or concepts if a contract is not awarded to the respondent?

We cannot remove this statement.

21. In reference to the 3. Outreach Plan, what level of detail for each component does SBCCD expect in the proposal? Are you asking for a plan detailed enough to be implemented during the contract?

We request a general outline to provide us insight into your creative and innovative approach to outreach.

22. Page 23: In reference to 4) Research, a. Awareness survey, please could you revise the statement that the "respondent must conduct a local survey..." to state the contracted firm will conduct the survey, since the survey, according to your text must occur after the submission of the proposal?

To clarify, the contracted firm must conduct a local awareness survey, not the bidder.

23. Page 41: Please could you add that you will grant significant preference points to a DGS Certified Small Business as either a bidder as a prime contractor or subcontractor?

No. Please refer to Appendix E, Local Vendor Designation.

24. What minimum net amount of the \$900,000 budget needs to be devoted to the media buy and other purchases?

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