

ADDENDUM 1 – Issued May 3, 2024 Request for Proposal 2024-008 Marketing Agency Services

The following are responses to questions submitted in writing for the above noted solicitation. Information contained in this Addendum will be included in any subsequent contractual agreement between Western Technical College and the successful proposer.

1. What is the Western Technical College geographical marketing area? i.e., to what geographies do you want your impressions delivered?

Answer: Western serves all or part of 11 counties in Western Wisconsin: Buffalo, Clark, Crawford, Jackson, Juneau, La Crosse, Monroe, Richland, Sauk, Trempealeau, and Vernon. We have an agreement with the other 15 Wisconsin Technical College System colleges to not serve ads in their districts, except to those who have come to our website or contacted us and are in our CRM system. We can also cross the border into Minnesota.

2. Are there “dead-periods” of no marketing, or are marketing investments steady/equal per month?

Answer: We have done it both ways ... consistent marketing throughout the year as well as taking breaks after each registration ends. We just launched 7-week Sessions where each 15-week term has two 7-week sessions. Go to www.westerntc.edu/7-weeks for more information. This is a new venture for us, so we are looking for suggestions on the best way to use our budget. We assume the summer term will continue to be lighter, and we don't expect a lot of new enrollment for the second session in each term.

3. Is marketing geared 100% to the 18-24 aged crowd? Does Western Technical College desire marketing aimed at the “Parent-of-the-prospective-Student”? Or, what is the mix?

Answer: We have done both. For this budget amount, we will focus on potential students. This could be traditional 18-24, it could be non-traditional adult students, or a mix of the two.

4. Is this a new contract or an existing one? If existing, is Western Technical College able to provide the name of the incumbent agency?

Answer: This RFP will result in the award of a new contract for services between Western Technical College with the selected proposer. Western Technical College currently has a contract with Epicosity LLC for Marketing Agency Services as a result of RFP 2019-005 issued in January 2019. The contract term was for three (3) years with two (2) optional one-year renewals, which were executed, and the contract expires June 30, 2024.

5. What are the age and gender demographics of Western Technical College's existing student base?

Answer: In the 2023 academic year, Western's program students were 4% under age 18, 57% age 18-24, 13% age 25-29, 10% age 30-34, 11% age 35-44, 4% age 45-54, 1% age 55 or over; 56% female, 43% male, and 1% unknown; 79% White, 18% Students of Color, and 3% unknown.

6. Where are Western Technical College's existing students located geographically?

Answer: In the 2023 academic year, 78% of Western's program students resided in the Western district, while 12% came from other parts of Wisconsin, 9% came from other states, and 1% of students came from other countries.

7. What is the age and gender demographic of Western Technical College's target audience?

Answer: Our target audience can vary drastically. In the past we have targeted high school students, high school graduates 1-3 years out, returning adults, underemployed, and a mix of all. RFP responses can choose target audience(s) they recommend focusing on as part of the proposal.

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8. Where is Western Technical College's target audience located geographically?

Answer: See answer to question 1 above.

9. For the programs that are offered 100% online, what is the age, gender, and geography demographic of those students?

Answer: Several of Western's programs offer online formats, but students can also choose to take some courses in-person or a hybrid of both. At this time, we do not filter out the students who only take online courses.

10. Is there a required format to submit responses?

Answer: Responses must be submitted to answer Proposal Requirements questions 1. through 7. as listed on Attachment A: Scope of Work. Respond using your own pages (unless form provided) and using the formatting as specified in each question. The proposal documentation shall answer the questions in the order in which they were asked for comparison between proposals. Failure to do so may disqualify your proposal. All required forms Attachments B., C., D., E., F., and G. must be filled out and provided with the proposal submission. Additional documentation can be included with the Cost form if necessary.

11. What would you say is Western Technical College's biggest challenge to attracting the right student?

Answer: Western is not looking for the "right" student. We are open enrollment and accept all students and strive to meet them where they are and provide the support they need to be successful. The biggest challenges we face are similar to all higher education institutions – fewer high school students and relating the value of a college education in a time when there are many job openings.

12. Who are Western Technical College's direct competitors (and indirect competitors if applicable)?

Answer: Locally, the University of Wisconsin – La Crosse, Viterbo University, and other nearby technical colleges – CVTC, Minnesota Southeast Technical.

13. What type of persona and/or segmentation does Western Technical College have on the ideal/prospective student?

Answer: In the past we have worked with the selected agency to develop personas. These have included high school seniors on a tech track, high school seniors on a 4-year track, 3 years out of high school, and underemployed.

14. Are there clear student targets by school/program?

Answer: It depends on the program. This RFP is not focused on program specific marketing.

15. What type of content does Western Technical College have today?

Answer: We have a variety of high-quality video and photography, social media, web, testimonials, and student produced content.

16. Has Western Technical College done an audit of existing content to identify top performing and/or gaps in content?

Answer: The agency of record provides top performing paid content and adjusts as needed.

17. What are current media spends and is there an estimated budget for this RFP?

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Answer: In FY 24, we spent \$180,000 on the recruitment media plan.

18. What owned channels does Western Technical College currently utilize?

Answer: Social media channels: YouTube, Facebook, Instagram, X, as well as LinkedIn.

19. Is the goal of the media plan/activation awareness only? Or is there a need to drive applications/enrollments?

Answer: There is a need to drive applications/enrollments.

a. If yes, how what is the goal of # of enrollments/applications?

Answer: Since we are just launching our 7-week course format (see www.westerntc.edu/7-weeks for details), we have not yet established term-specific enrollment goals. A 2025 FTE goal of 3,250 stated in our Key Results, but based on trends and research, we have set the goal for FY25 at 2,575 credit FTEs and 3,050 total FTEs.

20. What measurement platforms does Western Technical College utilize today (e.g. Adobe Analytics, Google Analytics?)

Answer: GA4

21. What is the current MarTech stack?

Answer: Western uses Hootsuite, TargetX CRM, Drupal CMS, GA4. Our marketing agency of record uses its own stack.

22. Are there current and historical campaign benchmarks available?

Answer: Current and historical campaign information will be provided to selected agency.

23. Does Western Technical College have any details you can share about your Target Audience(s) (demographics, psychographics, etc.)?

Answer: See answers to questions 3 and 7 above.

24. What CRM/CDP/ESP does the Marketing Team currently use?

Answer: TargetX

25. What are Western Technical College's current CPMs, CPLs, CPAs, etc.?

Answer: This information is not relevant to providing an RFP submission. This information will not be supplied as part of the RFP process.

26. Does Western Technical College have a substantial/high-quality archive of photography and videography that can be used for campaign creative?

Answer: Yes, but we have relied on our agency for TV commercial quality videography and matching campaign photography.

27. Can Western Technical College provide a link or attachment to the full Strategic Plan "Experience 2025" referenced on page 17 Scope of Work?

Answer: <https://www.westerntc.edu/sites/default/files/about/documents/E2025PlanOverview.pdf>

28. Can Western Technical College provide clarity on Proposal Response #5 of Attachment A on page 19:

a. What does enhancing Western's existing brand, and the essential experience refer to?

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Answer: Western has a well-established brand, the essential experience. This should be considered in any campaign.

- b. Is Western looking to change specific features of their overall brand separate from the comprehensive marketing strategy?

Answer: We are not looking to change the overall brand.

- c. What is the “essential experience”?

Answer: In 2006 Western launched our new brand – the essential experience. It was established after significant research, focus groups, and testing.

29. Is Western Technical College only considering agency partners that provide media buying and creative creation for “Traditional” advertising executions i.e. Linear TV, Linear Radio, and non-digital billboards? Would a company that is a full-service digital agency that provides buying and creative for digital video, connected TV, OTT TV, streaming audio, and digital out-of-home formats, but doesn’t provide services for non-digital traditional advertising formats be able to fulfill the requirements of this RFP / resulting contract? Is this a limiting factor or disqualifier for this RFP?

Answer: Traditional TV and radio are still aspects of our campaigns, although to much less of an extent than it was five years ago. If we had to look to other agencies for these services, it would reduce the budget allocated for this RFP. If the agency were to make a compelling case for not including these services, that would be a consideration.

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