Request for Proposal Q01098
Digital Media Buying Agency
Addendum #1
March 15, 2023

All changes to the Request for Proposal (RFP) are valid only if they are issued by written addendum. Each respondent must acknowledge receipt of any addenda in their proposal submission. Each respondent, by acknowledging receipt of any addenda, is responsible for the contents of the addenda and any changes to the proposal therein. Failure to acknowledge receipt of any addenda may cause the proposal to be rejected. If any language or figures contained in this addendum are in conflict with the original document this addendum shall prevail.

This addendum consists of the following clarifications and amendments:

1. Several questions were submitted requesting a virtual pre-submission meeting. The meeting was held in person only.

This addendum consists of the following questions received to date:

1. Are you only considering local agencies?
    Response: No. All firms are invited to participate in the RFP process.

2. Is it important for bidders to attend the pre-submission meeting if they have no questions?
    Response: The pre-submission meeting on March 8th is non-mandatory.

3. What documentation do you need from us to get the ball rolling?
    Response: You will need to submit a Proposal according to the instructions outlined in the Request for Proposal documents.

4. Do you have any preference for a local agency or are you open to remote partners?
    Response: All firms are invited to participate in the RFP process.

5. What primarily prompted release of the RFP? Do you have an incumbent agency for digital media services? What are you looking for in your partner?
    Response: The current contract is going to expire this year Yes, we currently have a digital agency. Please refer to the RFP Statement of Work starting on page 14, particularly sections B, C, D, E and F.

6. Are there any particular target audiences or areas you're looking to grow?
    Response: Response: We invite you to review the About Harper College section of the website at https://www.harpercollege.edu/about/index.php, specifically, the Planning at Harper College section and https://www.harpercollege.edu/leadership/planning/college_plan/pdf/college-plan-2022-2023.pdf and https://www.harpercollege.edu/leadership/planning/college_plan/pdf/strategic-plan-fy2023.pdf.

7. Our team primarily works remotely. Are emailed PDF proposal submissions acceptable or are hard copies an absolute requirement?
   Response: We only accept proposals in hard copies, and it needs to be delivered to us by April 3, 2023, at 2:00 p.m. Central Time.

8. We were wondering if you could share who from Harper College will be in attendance at each of those meetings? Will it be the same individuals at both? We don't need names necessarily, but titles would be helpful.
   Response: For the pre-submission meeting, staff from purchasing and the associate marketing director will be present. For the evaluation meetings and vendor interviews, the purchasing specialist and the evaluation committees will present.

9. Will all of our pre-submission questions that we email you be compiled and then answered during those meetings? Or can we expect responses via email as well?
   Response: Questions are due on March 9, 2023. We will compile all questions, address each question in an addendum, and email all vendors who were invited to participate with this RFP and attendees for the pre-submission meeting. We will also post the addendum in our website.
   https://www.harpercollege.edu/about/directory/accounting/bids.php

10. I was reviewing the RFP and noticed under the Awards section that it calls out that the "College reserves the right to accept the RFP response as a whole or for any component thereof if it appears to be in the best interest of the College." Does that mean there's a willingness to review proposals that may not fulfill the full suite of objectives?
    Response: It is the intent of the College to award a contract to a vendor who can fulfill all the requirements of the RFP. However, we do reserve the right to act in the best interest of the College.

11. Can you provide any historical reporting?
    Response: All available historical and current data will be shared with the awarded agency.

12. Can you provide us view-only Google Analytics to inform our strategy? (Instructions attached)
    Response: The information will be shared with the awarded agency.

13. What does Harper College's current enrollment breakdown look like (age, demo, geo, etc)? Online degree/certifications vs students transferring to a 4-year school? HS vs continued adult education/advanced career education?
    Response: See the answer in Question 6.

14. Has Harper College done any persona analysis or work that can be shared?
    Response: Currently, we do not have a full scope of updated personas. Student data analysis will be shared with the awarded agency.

15. What traditional and digital media have you run previously and when did you run it (months)?
    Response: We run a wide variety of media that is summarized in C.03 and C.04. Campaigns either run 24/7, in periodic flights throughout the year, or are standalone single campaigns for a specific period of time. We have run traditional mass media that includes local broadcast TV, cable, local outdoor, over the air radio.

16. Is this strictly a digital effort or are their broadcast/traditional efforts we should consider?
    Response: This RFP is for digital marketing. The college has a separate Mass Media RFP currently posted.
    https://www.harpercollege.edu/about/directory/accounting/pdf/Q01097_mass_media.pdf

17. What are the key DMA/markets outside Chicago? Do you target just the Northwest part of Chicago or the entire DMA?
    Response: **As a community college, our primary focus is on our community college district which is located in the Northwest suburbs of Chicago. There are select programs we may market outside of our district.**

18. What did and didn't work for you in previous digital media efforts? (Is there anything they'd like us to continue doing or avoid)?
    Response: **Harper constantly monitors channel effectiveness and response rates. Depending on the program and the purpose of the media within the larger multi-channel plan, a channel may be deemed as an important part of the overall strategy. With the constant evolution of the types of ad units/formats within the digital landscape, we are continually shifting investments to the most effective units/channels. We are interested in testing new media to evaluate if those should be added to our campaigns on a more regular basis. Overall, most of the media outlined in C.03 and C.04 have played a successful role in our campaigns.**

19. What are Competitors in the area?
    Response: **Harper offers a variety of programs that deliver education, training and support services to our community, residents and the area workforce. Competitors range widely based on the program. For example, four-year universities recruit students interested in a bachelor's degree, training companies offer corporate training for area workers, and park districts and local schools offer personal enrichment programs.**

20. What are historical acceptance rates and new student criteria? Do you have enrollment numbers by location/markets?
    Response: **Harper College, with select exceptions, invites the community to continue their education with us so "acceptance rate" may not be an applicable question when considering community college marketing strategy. We offer numerous levels of programming to meet students where they are and to support their educational journeys. Harper focuses on serving our district community. We invite you to learn more at the About Harper College section of the website at https://www.harpercollege.edu/about/index.php, specifically, the Planning at Harper College section and https://www.harpercollege.edu/leadership/planning/college_plan/pdf/college-plan-2022-2023.pdf and https://www.harpercollege.edu/leadership/planning/college_plan/pdf/strategic-plan-fy2023.pdf**

21. Competitive Spending, what specifically are you looking for? CPM, channel allocation, in-market budgets?
    Response: **We're interested in industry benchmarks either across all media and/or select channels, if available. We would be interested in identifying significant investments in our geographic region made by specific organizations, if available.**

22. Is the primary goal for the campaigns applications or are there other KPIs the marketing will support?
    Response: **We monitor and evaluate impressions, views, CPC, CTR, Events/Goals and engagements. Depending on the campaign, the KPI could be completing a lead form or an application, enrolling in a course, RSVPing for an event, downloading a white paper, etc.**

23. Is there a priority list of programs you will want your media partners to help promote or details you can provide both on timing and on what those campaigns will consist of?
    - 3 Primary Enrollment Campaigns: Fall, Spring, Summer
        - 4 Major Campaigns: Annual Run
        - 15+ Micro campaigns

    Response:
    - *Harper reviews and revises our 10-15 priority programs on an annual basis. They are primarily supported by Search. At times, they are supported with additional channels such as Facebook.*
    - *Three primary general enrollment campaigns usually include the following digital media: Search, responsive display, geofence and retargeting, Spotify, Facebook, Instagram, Snapchat, OTT, YouTube, Performance Max, TikTok*
    - *Harper runs Career, Transfer, Adult and B2B campaigns year-round. We use a mix of search, responsive display and additional platforms at a lesser level, as needed.*
    - *Harper runs 15+ micro campaigns that range in program offerings and audiences. Examples include University Center, Explore Engineering, InZone, Music Lessons, Wellness and Rec Center, Continuing Professional Education grant-supported programs and a variety of special events. These micro-campaigns may flight through the year or be a single burst campaign. Budget aligns to the priority of the program. KPIs vary based on campaign.*

24. Can you provide more detail on the micro-campaigns and year-round campaigns?
    - Budgets
    - Flight Length
    - Goals
    - KPIs
    - Channels

    Response: *See the answer in Question 23.*

25. Title page of RFP and Section C.01.3 have slightly different addresses for RFP Submission, can you clarify which is correct?

    Harper College Purchasing Department
    "A" Building, Room A217
    1200 W. Algonquin Road
    Palatine, IL 60067

    William Rainey Harper College
    Purchasing Department
    1200 W. Algonquin Road
    Palatine, Illinois 6006

    Response:

    William Rainey Harper College
    Purchasing Department
    Building A, Room A217
    1200 W. Algonquin Road
    Palatine, IL 60067

26. Can Harper College share a list of key competitors?
    Response: *See the answer in Question 19.*

27. What type of creative support are you looking for? (i.e. ideation, execution, production)
    o   Referencing: Creative and assets are usually developed in-house. "At times, the College will request agency assistance in developing creative"
    Response: *Nearly all creative is developed in-house. A minimal level of image selection and creative asset manipulation (e.g. Google video ad creation and Spotify VO coordination) is expected to fit the formats of different platforms. Basic copywriting for search, responsive display, social ad captions, etc. should be provided by the agency in a format that can be edited by Harper College staff. Large-scale creative projects such as high production value video or gifs are not included in this RFP.*

28. What are you looking for specifically for GA4 backend management and integration with Harper platforms?
    Response: **The Harper Web Team manages GA4 in-house (along with a related platform, Google Tag Manager); direct access to access or pull data from GA4 will be provided.**

29. What are you most known for/ what makes Harper College stand out in terms of brand and reputation (I.e. student culture, affordability, course selection, etc.)
    Response: *The points of differentiation vary by program. Overall, Harper is a student-centered college focused on student success. Each program delivers different benefits such as industry accreditation, delivery methodology (100% online), or transfer course alignment with the Illinois Articulation Initiative (IAI) that would be seen as a valuable benefit by the audience.*

30. When would the awarded agency begin actively managing campaigns?
    Response: *Our current timeline estimates two months (September/October) for onboarding/planning/transition with the selected agency. All media running through October 31, 2023 will be placed by the current agency. All media running in November would be placed with the selected agency.*

31. Will this contract start with the planning of media in August 2023, or will the digital agency also take over the management of existing campaigns?
    Response: **See the answer in Question 34. The incumbent agency, awarded agency and Harper College will develop a smooth plan to transition all accounts and campaigns.**

32. Who is the incumbent agency on the current contract?
    Response: *MoreVisibility*

33. Is the incumbent agency participating in this RFP?
    Response: *All firms are invited to participate in the RFP process.*

34. Which campaigns will be running during the transitioning period?
    Response: **All 24/7 campaigns will run through the transition. Any micro-campaigns will run if needed. The transition must be planned to cause the least disruption to our campaigns.**

35. What campaign obligations or contracts need to be honored and/or fulfilled during the first year of the contract?
    Response: The College does not fully understand this question and we anticipate that we will be able to discuss in greater detail with the awarded agency.

36. Do you have an internal social media team or manager who will manage organic content and engagement?
    Response: **Yes.**

37. Are there any other media channels being handled by another agency? If yes, which agency(agencies)?
    Response: **Yes, Harper College runs traditional mass media campaigns. The agency will be selected through the RFP process.** https://www.harpercollege.edu/about/directory/accounting/pdf/Q01097_mass_media.pdf

38. Please describe how the digital agency will collaborate with the internal Harper team - who will the agency work with on a regular basis?
    Response: **Agency will work directly with Marketing Department staff, primarily Marketing Specialists, Digital Content Specialist, Web Team Manager, Associate Director of Marketing and the Director of Marketing.**

39. Please describe how the digital agency will collaborate with any external teams or other agencies they will be asked to work with?
    Response: **Any associated or collaborative partnership will be coordinated by the Harper marketing staff.**

40. Will internal staff also be responsible for buying and managing digital media at times?
    Response: **The estimated budget in the RFP would be handled by the selected agency.**

41. What are the top 2-3 challenges you have with digital advertising and/or recruitment marketing overall that you hope the digital agency can contribute strategy towards solving?
    Response: **Enhancing our tracking mechanisms. Coordinating a multi-faceted marketing communications plan that meets the individual needs of prospects in an ever-evolving, personalized marketing landscape.**

42. Other than TargetX, are you using any other education-specific software applications to support your digital marketing campaigns? (i.e., lead scoring, audience building, etc.?)
    Response: **No.**

43. Can you share a high-level demographic profile of your prospective students?
    Response: **We invite you to review the About Harper College section of the website at https://www.harpercollege.edu/about/index.php, specifically, the Planning at Harper College section and https://www.harpercollege.edu/leadership/planning/college_plan/pdf/college-plan-2022-2023.pdf and https://www.harpercollege.edu/leadership/planning/college_plan/pdf/strategic-plan-fy2023.pdf**

44. What are the top 3 questions that prospective students ask?
    Response: *Response*: The top 3 questions asked by prospective students are:
    - **What is the cost?**
    - **What financial/scholarship options are available?**
    - **How and when are classes offered?**

45. What are potential students' perceived barriers to enrollment?
    Response: **Finances, time and academic preparedness**

46. What makes your institution attractive to potential enrollees?
Response: *The points of differentiation vary by program. Overall, Harper is a student-centered college focused on student success. Each program delivers different benefits. Examples of these include industry association accreditation, delivery methodology (100% online), or transfer course alignment with the Illinois Articulation Initiative (IAI).*

47. What are the most popular courses/areas of study?
Response: *While the college offers many types of programming, our credit programs focus on two pathways to success: general education courses designed to transfer to a four-year university or career programs (stackable certificate and degree options) designed to prepare students for immediate employment. Popular courses differ based on student goals and areas of study.*

48. Are there specific geographic considerations or specific areas you are looking to target?
Response: *Please refer to https://www.harpercollege.edu/leadership/planning/college_plan/pdf/college-plan-2022-2023.pdf for district map. A smaller number of programs are marketed out of district.*

49. Who are your top 3-5 competitors and how does their market share compare to yours?
Response: *See the answer in Question 23 and 50.*

50. What advantages do you have over your competition? What differentiates you?
Response: *See the answer in Question 50.*

51. What % are you converting from lead to enrollment?
Response: *That number changes based on the semester, market and program and how one defines a lead. We can share specific information with the awarded agency.*

52. We have seen average inquiry-to-enrollment timeframes up to 9 months. How does that compare to Harper College's typical timeframe?
Response: *Depending on the audience (B2B, adult, first-time-in-college, limited enrollment student, etc.), a nine-month time to enrollment could be expected. However, there is also a large number of prospects who inquire and enroll within an extremely short period of time, depending on personal circumstances. Some audiences, such as the adult market, may take up to two years to enroll.*

53. Are there any Multi-culture needs to target?
Response: *Harper College serves a diverse community. Investment in specific multicultural markets has varied based on the programming/offers we are able to provide. Harper's demographic market is constantly changing. The college is seeking to be named a Hispanic-Service Institution (HSI).*

54. Are traditional and digital agencies running together or separately?
Response: *Harper College has released two separate RFPs, 1 for traditional media and 1 for digital media.*

55. Can you share the on-boarding timeframe?
Response: *Our current timeline estimates that there will be two months (September/October) for onboarding/planning/transition with the selected agency. All media running through October 31, 2023 will be placed by the current agency. All media running in November would be placed with the awarded agency.*

56. Have you completed any recent research analyses such as brand studies, market share analysis, etc. that you could share as part of this RFP response?
Response: *No. However, we invite you to review the About Harper College section of the website at https://www.harpercollege.edu/about/index.php, specifically, the Planning at Harper College section and https://www.harpercollege.edu/leadership/planning/college_plan/pdf/college-plan-2022-2023.pdf and https://www.harpercollege.edu/leadership/planning/college_plan/pdf/strategic-plan-fy2023.pdf*

57. Are there any media tactics that you would not consider as part of future media plans?
Response: *All tactics would be considered and selected based on a strong strategic rationale.*

58. Why are you looking for a new Advertising Agency?
Response: **See the answer in Question 5.**

59. Who is the incumbent and are they participating in the RFP process?
Response: *MoreVisibility. All firms are invited to respond.*

60. What key metrics do you measure that determines whether your media campaigns are successful?
Response: **See the answer in Question 22.**

61. Aside from achieving campaign performance key metrics, what key metrics determines whether your vendor partner is successful?
Response: *Please see Scope of Work and the answer in Question 22.*

62. Can you share what media channels that you feel have worked well for you in the past?
Response: *We run a wide variety of media that is summarized in C.03 and C.04. Effectiveness of media may vary by program or audience.*

63. What channels do you feel have not worked well for you? And why?
Response: *See the answer in Question 62.*

64. Who do you consider to be your strongest competitors?
Response: *See the answer in Question 19 and 46.*

65. We see that there is a potential for the budget to be $707,000. Can you confirm and clarify that budget to be for NET media budget only? Given the services requirements, certifications and considerations listed in Sections C, E, and F, and the possibility of sharing this budget with other agencies, we assume NET, with the services to be significantly higher and not tied to a typical margin fee of gross media.
Response: *The amount in the RFP is the gross budget for the digital agency. It is not shared with other agencies.*

66. If prospective vendors do not have documentation to meet the aspirational goal of spending 30% of its budget with firms owned by minorities, females, or persons with disabilities, thus, are not in compliance with the Business Enterprise program, will that be an automatic disqualification?
Response: **Firms submitting proposals should make a good faith effort toward meeting the aspirational goal, otherwise they should request a waiver on the Good Faith Efforts form.**

67. How many agencies have been invited to participate in this RFP?
    Response: T**he RFP was published in the *Daily Herald* and open to all firms who are able to meet the requirements.**.

68. To the best of your knowledge, of the agencies asked to participate in this RFP, what percentage of those agencies meet the BEP certification requirements?
    Response: **The College has no way of determining that percentage since the RFP was opened up to the general public.**

69. Does the incumbent agency meet the BEP certification requirements?
    Response: The College will not comment on specific questions regarding the incumbent.

70. Is there an incumbent agency for this work? If yes, are you happy with their work?
    Response: **Yes, there is a current agency.**

71. Is there any preference for an in-state agency?
    Response: *No.*

72. Are there any target audiences that you have struggled to reach in the past that bidders should be mindful of?
    Response: *Our top markets are defined as first-time in college (high school) and adults with an intent to enroll. Additionally, we invite you to review the About Harper College section of the website at https://www.harpercollege.edu/about/index.php, specifically, the Planning at Harper College section and https://www.harpercollege.edu/leadership/planning/college_plan/pdf/college-plan-2022-2023.pdf and https://www.harpercollege.edu/leadership/planning/college_plan/pdf/strategic-plan-fy2023.pdf*

73. Is the estimated digital media budget of $707,000 inclusive of agency fees?
    Response: *Yes*.

74. Regarding geo- and/or market-targeting: are you able to share specific target geographies?
    Response: *In general, Harper targets by household, specific location, zip, radius or our district. Please refer to https://www.harpercollege.edu/leadership/planning/college_plan/pdf/college-plan-2022-2023.pdf for district map. A smaller number of programs are marketed out of district.*

75. Will the successful bidder be expected to work from/be granted access to Harper's Marketing Department ad accounts?
    Response: *Details will be discussed with the awarded agency prior to the transition.*

76. How will you be responding to questions on 3/15? Is there a bid site to check or will you be emailing potential vendors with addenda?
    Response: **The Addendum will be issued and emailed to all vendors who have been sent copies of the RFP. In addition, we will also post on the Harper website.**
    https://www.harpercollege.edu/about/directory/accounting/bids.php

77. D.02 requests three current client references for the account team who would service Harper College. Are these references to be the same as those provided in the References form or do seek a different set?
Response: **It can be the same 3 references. However, if you can provide us more, please do so**.

78. What are you looking to do differently with the new contract?
Response: **The College's requirements are outlined in the Statement of Work.**

79. In addition to recruitment/enrollment goals, please identify other measurable objectives for your ad campaigns.
Response: *See the answer in Question 22.*

80. Per "The College uses an external agency for support to provide significant added value for relatively minimal cost investment."
Response: *Yes.*

81. Please describe what support the current agency is providing.
Response: *In general, services are covered in the Statement of Work.*

82. Is the College seeking the same (or different) support for this new contract? Please describe.
Response: **The level of support desired for this contract is outlined in the Statement of Work.**

83. How long has the College worked with the incumbent? What factors are prompting a change at this time?
Response: **See the answer in Question 5.**

84. Per C.10 Please list "Harper platforms."
Response: Harper uses a variety of interactive platforms, including Concept 3D Maps/Virtual Tours, Concept 3D Calendar, Formstack, Halda Smart Forms and TargetX/Salesforce. Most of these platforms can be tracked through GA4. However, Halda Smart Forms, a lead-generation form that feeds into TargetX/Salesforce, cannot be tracked in GA4.

85. Is there a preference for a local/regional/Chicagoland firm?
Response: *No.*

86. Would firms be penalized on the BEP if the contract is fulfilled 100% in house?
Response: **The College expects that the vendors make a good-faith effort toward meeting the 30% aspirational goal.**

87. What KPIs do your digital campaigns typically focus on?
Response: **See the answer in Question 22.**

88. In your eyes, what would a successful digital media campaign look like?
Response: *New campaigns may need to establish a baseline and the goal is then to continually improve efficiencies.*

89. Will the hired digital media agency be responsible for landing page creation/experience or will that be handled within Harper College?
Response: *Harper's web site is managed by Harper's web team.*

90. Can you please clarify pages 27-31; we are not a BEP and do not subcontract work. In that case, what do we need to provide in response to these pages?
   Response: **See the answer in Question 86.**

91. Will the College give preference to Illinois-based companies?
   Response: **No.**

92. Does the College have an incumbent or preferred vendor in mind for this project? What is prompting this search for a new supplier?
   Response: **See the answer in Question 5.**

93. What is your traditional media incumbent's commission rate?
   Response: **The College will not provide that information in this forum.**

94. What do you feel are your incumbent's strengths and weaknesses?
   Response: **The College will not provide that information in this forum.**

95. What is the agency fee budget/is there a not-to-exceed budget for agency fees of the stated $707k budget for digital media?
   Response: **The Not-to Exceed budget for Digital Media is $707,000.**

96. Does the College need a campaign concept (i.e. a guiding "Big Idea" for its campaign)? Or would we be taking over existing big ideas and creative from either the incumbent or your internal marketing team?
   Response: **No**. *The College recently launched the "Find it" campaign and plans to use that theme for the next three years.*

97. Besides the Chicago DMA, what other target markets are your priority?
   Response: *The primary market is Harper's district which is located in the Chicago DMA. We may test-market selected programs in other geographic areas.*

98. The College asks for PowerPoint decks. Is Google Slides OK? Does the College work in Google Suites at all?
   Response: **For proposal submission instruction, you will need to provide us (2) Hard Copies, one marked "Original" along with a flash drive, and (2) copies of the Pricing in a separated envelope. If you are invited to the campus for an interview, we will provide instructions to shortlisted firms.**

99. Do you consider Cable TV and OTT to be part of the digital agency SOW or will that be part of the traditional media SOW?
   Response: *OTT is included in the digital RFP. Cable TV is included in the mass media RFP.*

100. Can you clarify if you are seeking any SEO services as part of the proposed contract or would any SEO work be negotiated as a separate SOW?
   Response: *SEO would be under separate contract.*

101. Can you clarify if you are seeking any organic social media services as part of the proposed contract or would these services be negotiated as a separate SOW?
   Response: *No.*

102. Can you clarify if you are seeking any post- lead inquiry down funnel enrollment management expertise (beyond the integration of digital campaigns with your CRM) and if so, can you outline the services you are seeking
Response: ***No.***

103. Do you currently have landing pages and are they native or on a third-party platform? Can you outline your expectations for the agency with respect to landing pages?
Response: ***The site is managed by Harper College web team.***

104. We'd like to confirm our understanding of what you are seeking on the pricing proposal. We are to assume a gross budget of $707,000 for media and agency fees and the amount devoted to media will be after all media charges have been accounted for, is that correct? The total cost line then should add up to $707,000 if all costs (media and agency fees) are added from above- is that correct?
Response: ***Yes. $707,000 is the estimated gross budget. All cost listed in the pricing proposal should not exceed $707,000***

105. If a business is women and minority owned, but has been in business two full years and is working toward the proper certification, will that still count toward the WBE/MBE goals?
Response: **No. Only firms that have been certified by the Department of Central Management Services count toward meeting the aspirational goal.**

106. Are you able to share competitors to Harper College? I know we aren't getting into full planning for the proposal but thought we should check as we might pull an example of competitive data info using one if you are able to share. If not, no problem! We will just show what the tool can use with a different example.
Response: ***Demonstrating your capabilities with competitive data meets our needs at this time.***

107. Are vendors outside the state of Illinois eligible to bid for this opportunity? If not, would an in-state business meeting the BEP standard be eligible to subcontract with an out of state firm?
Response: **Yes.**

108. Are you able to provide more detail regarding the amount of workbook/copywriting that may be needed for the campaign?
Response: ***See the answer in Question 31.***

109. It is our understanding from the language of the RFP that the awarded vendor will be required to fulfill UTM code installation. Is this correct, or is the College capable of installing UTM codes that are provided to them by the vendor? Is the College open to UTM codes being installed on landing pages hosted by and with the vendor - as opposed to pages built and hosted by the College?'
Response: UTM codes are used strictly for URLs that drive traffic to harpercollege.edu (for instance, from digital ads or QR codes) and not used for internal links within harpercollege.edu. Click data for specific links on harpercollege.edu can be obtained from GA4 without the use of UTMs. Any landing pages will be hosted on harpercollege.edu and created by the Harper web team. The agency is responsible for setting up appropriate tracking for media run through the agency.

110. Under the Scope of Work, the RFP cites that Harper plans to execute 15+ campaigns throughout the year, with nearly all of it geo or market-targeted. Are you able to share you preferred geos to help us provide a more detailed service offering?
    Response: ***Each program is different e.g. summer camp for kids versus engineering transfer programs. Therefore, the audiences are varied. Depending on the program, the media plan/channels would differ and may/may not include targeting to household, Harper's district or outside of Harper's district. We invite you to review the About Harper College section of the website at [https://www.harpercollege.edu/about/index.php,](https://www.harpercollege.edu/about/index.php) specifically, the Planning at Harper College section and https://www.harpercollege.edu/leadership/planning/college_plan/pdf/college-plan-2022-2023.pdf and https://www.harpercollege.edu/leadership/planning/college_plan/pdf/strategic-plan-fy2023.pdf***

Sincerely,
Karen McCoy
Purchasing Specialist
Purchasing@harpercollege.edu