

**Southwestern Community College District
RFP 2223-0186 Marketing and Advertisement Services**

**Addendum No. 1
February 16, 2023**

Rosalinda Hernandez
Director of Procurement, Central Services
& Risk Management

Date

Note

All documents remain unchanged except sections or parts added to, revised, deleted and clarified by this addendum. This addendum consists of the following RFP amendment and the District's responses below to the Request for Information (RFI).

RFI Questions and Answers

Question 1.

Do you have a strategic plan drafted through 2026?

Response: The District has a [Strategic Plan for 2021-2025](#) please visit web-site via this link.

Question 2.

What is the total budget for the project? Is it broken down by year/initiative?

Response: Depending on funding amount of campaign, marketing services range from 15% to 30% of contract. The remaining amount of funding is for gross media buys, with a small portion for production and media fees.

Question 3.

What are your enrollment goals for the next Fall semester?

Response: Spring enrollment was up 13% from the same time last spring. It will imperative to maintain that gain and also increase enrollment. There is not a goal for fall at this time.

Question 4.

Are we able to design or personalize the proposal forms required in the RFP response?

Response: Yes.

Question 5.

Our project manager will be away from office during the designated interview time. How will her absence effect our scoring?

Response: The strength of the written response and the strength of the presentation are most important.

Question 6.

Will interviews be in person?

Response: Should the review committee require interviews to finalize a decision, the interviews will be in person.

Question 7.

What hourly fees are charged by your current agency, 3Fold? What commission markup does your current agency charge?

Response: Fees are not available for disclosure at this time.

Question 8.

Could you provide the 2018 media preferences survey results?

Response: We no longer have that outdated data.

Question 9.

Please provide the district's spending on paid marketing over the past three years.

Response: The information provided details only the budgets for the communications and marketing department, and for departments who choose to provide their advertising funding to work with the department's vendor. Not all department advertising funds are used with the contracted vendor.

- 2023 - \$259,000, an additional \$82,000 for career education marketing
- 2022 - \$131,000, plus \$30,000 for international campaign
- 2021 - \$80,000

Question 10.

Is there a dollar range the district wishes to spend each year on paid marketing?

Response: Depends on funding sources. As referenced above, the funding has fluctuated. It was a standard of \$80,000 annually, which included media buys and media services. The past two years have seen increased funding from state/federal enrollment and engagement dollars. That is not guaranteed moving forward. Annual funding will probably settle around \$125,000.

Question 11.

Could you please provide any written reports on media performance for this past year for campaigns that you are running?

Response: Attached are 3 campaign reports

- International End-of-Campaign report September – November 2022
- 2022 Fall End-of-Campaign report
- Attached 2022 Summer End-of-Campaign report

Question 12.

What marketing campaigns did you run to promote the spring 2023 semester? What channels did you market on and what was the overall budget?

Response:

- Streaming television in English and Spanish
- Radio ads in English and Spanish
- Social media: YouTube, Facebook, Instagram, TikTok
- Digital-to-direct mail in English and Spanish
- Running an additional campaign for Fast-Track spring on Facebook and Instagram
- \$130,000 for ad buys

Question 13.

What marketing campaigns did you run to promote the fall 2022 semester? What channels did you market on and what was the overall budget?

Response:

- Paid search in English and Spanish
- Google display in English and Spanish
- Social media: Facebook, Instagram in English and Spanish
- Social display in English and Spanish
- Spanish radio and TV
- \$59,000 for ad buys

Question 14.

Who is participating in the evaluation committee for this RFP? Who will participate in the interviews?

Response: The review committee will be made up of key staff which will be using these services throughout the engagement period.

Question 15.

Recently, the following reference was given by Southwestern's Marketing Director about their current vendor in response to the San Diego Community College District's RFP process. RFP responses are a tremendous amount of work. Is this bid solely being sent out because of purchasing requirements? What is the reason for stopping work with this company? We want to ensure this is a truly competitive bidding process before investing substantial time and energy into our RFP response.

“3fold is the BOMB. We surely have done some amazing and effective work. I’m so happy to look back at our efforts, and I’m damn proud of what we’ve done together. I can’t wait to share!”

Response: The District has the right and responsibility to provide positive feedback when asked about the performance of contracted firms regardless of the field of service. In addition, District staff and leadership are proud to produce quality work which affects our students and community.

It is the responsibility of each potential Proposer to research the District needs and current services in order to provide a comprehensive Proposal that will result in an award of contract.

The current firm had a three-year contract with two one-year extensions. The five years have been completed, requiring a new Request for Proposal. However, we make no commitment to award a contract for services base simply on past awards.

As previously done, the District will make a selection based on the strengths any of the potential proposing firms bring forward in their proposal or interview/presentation process.

Question 16.

Is there an incumbent firm already performing these services? If so, could you disclose whom it is?

Response: 3Fold Communications has held the contract for the last five years and was selected through an RFP process five years ago.

Question 17.

How will performance be measured for this project? Do you currently use a set of KPIs to track and measure levels of success?

Response: Engagements, link clicks, click-through rate, website impressions, new website users.

Question 18.

Page 22: There is a request to limit responses to no more than one page per question. Questions 3.1, and 3.3 have sub questions. Do the limitations apply when sub questions are present or are sub questions allowed a page each as well?

Response: Should you require the use of an entire page for your response to any of the sub questions, please do so. Please remember we are looking for concise and complete information.

Question 19.

Does Southwestern currently have one or more digital marketing and/or advertising partners? If so, is the College pleased with the existing relationship, services, and value? Please describe.

Response:

- 3Fold Communications has held the contract for the last five years. Our district limit for a contract is five years, prompting this new RFP.
- Yes, we are pleased with services and value.
- The District is committed to ensuring we contract with the right partners by doing our due diligence in requesting proposals to evaluate the services we are contracting.

Question 20.

Does Southwestern currently use campaign landing pages hosted outside of normal institutional website navigation? If so, please share a URL of an example.

Response: No, we do not.

Question 21.

Does Southwestern plan to promote individual academic programs and/or the institutional brand as a whole? If individual programs, what top academic programs do you want to promote?

Response: Career Education programs does receive additional funding annually. The programs selected to promote for that area are created by a committee of faculty based upon data.

Question 22.

To help identify geotargeting parameters, please list target market geographies (e.g., specific zip codes, cities, counties, internationally, etc.).

Response: The geographic boundaries for the Southwestern Community College District stretch south from the city of San Diego to the international border with Mexico. It includes the cities of National City, Chula Vista, Coronado, Imperial Beach, unincorporated areas within those cities and the San Diego communities of San Ysidro and Otay Mesa.

Question 23.

Who are Southwestern's primary target audiences (or segments within audiences) for digital marketing and advertising efforts? Please list in priority order.

Response:

- Students ages 18-34
- Older students re-entering college or improving work skills
- Parents
- High School counselors

Question 24.

Does Southwestern have an internal marketing team that would provide creative, copy/content, images, video, etc.? Please describe the specific asset development support desired from a partner firm.

Response: No, we do not have the bandwidth for this. That is why we contract for these services.

Question 25.

What are Southwestern's top three local and/or regional competitors?

Response:

- San Diego Community College District
- Grossmont-Cuyamaca Community College District
- Private career programs

Question 26.

What web CMS (content management system) does Southwestern use?

Response:

- Omni Update/Modern Campus

Question 27.

What CRM is in place?

Response: None

Question 28.

How many unique campaigns are currently in the College's search advertising account?

Response:

- We have campaigns for each enrollment period.
- Our Continuing Education department is currently undergoing a rebranding campaign.
- We're in between Career Education program campaigns.

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Southwestern College

International Campaign

End of Campaign Report

CAMPAIGN OVERVIEW

SEPTEMBER '22 – NOVEMBER '22

Goal:

- Build awareness and consideration for Southwestern College among potential international students

Strategy statement:

- Get potential international students who are not aware of options available to learn more by visiting the Southwestern College international student website

Target audience:

- Prospective international students including Mexican nationals and residents living near the US/Mexico border

Media channels:

- Facebook, Instagram

Landing page: swccd.edu/international

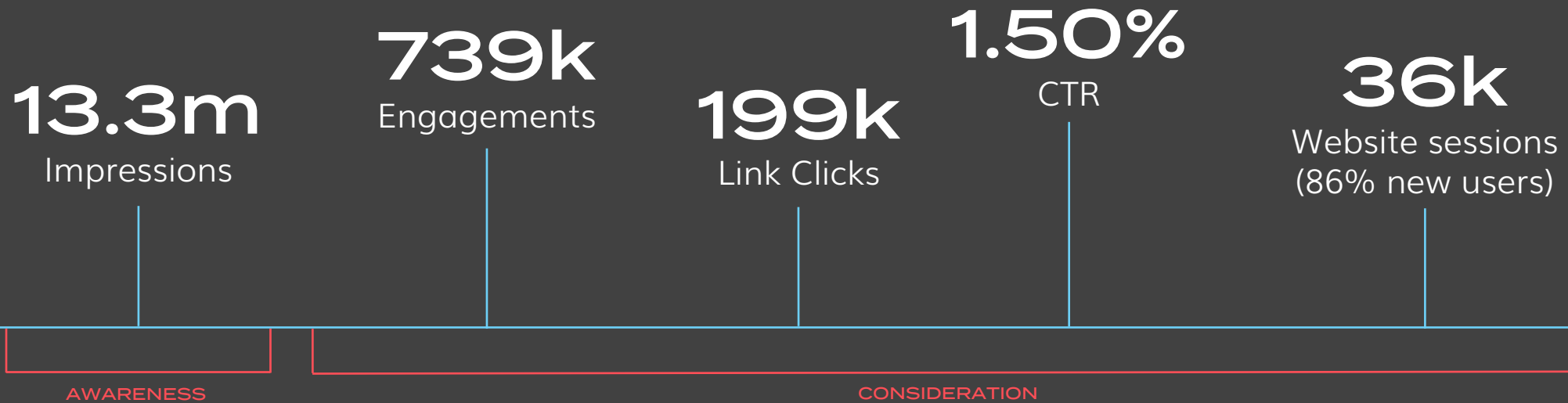
KPIs: Impressions, engagements, link clicks, click-thru-rate (CTR), website sessions, new website users

CAMPAIGN PERFORMANCE

SEPTEMBER '22 – NOVEMBER '22

We've defined key performance indicators (KPIs) to measure the overall effectiveness of the campaign's ability to build awareness and consideration among prospective international students.

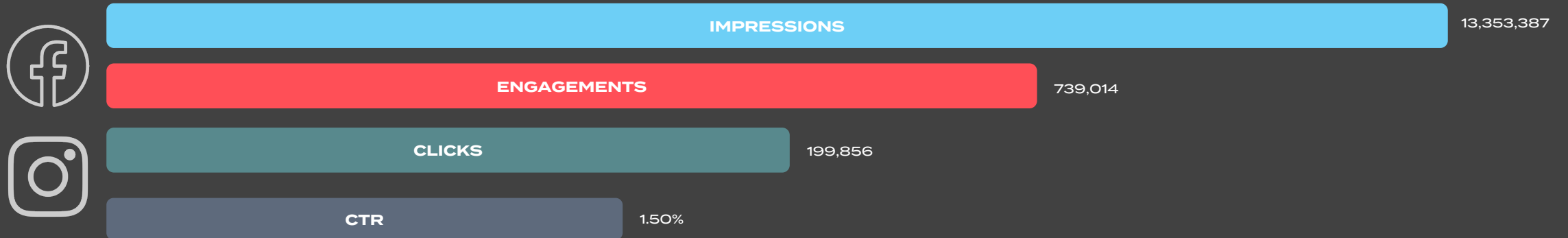
From September 23, 2022, to November 4, 2022, the Southwestern International Campaign generated the following awareness and consideration metrics demonstrating student interest and consideration.



PLATFORM PERFORMANCE

SEPTEMBER '22 – NOVEMBER '22

Understanding how metrics correlate to one another provides insight into campaign efficiencies and effectiveness. This leads to better targeting and more productive campaign spending. From September 23, 2022, to November 4, 2022, the Southwestern International Campaign generated the following metrics – impressions, engagements, clicks, and click-thru-rate (CTR) – across social platforms.



ROI TRACKING

SEPTEMBER '22 – NOVEMBER '22

We've defined key return-on-investment (ROI) metrics to measure the campaign's efficiency in building awareness and consideration among prospective international students.

To measure the college's return on investment (ROI) for this campaign, the following metrics – media budget, cost-per-click (CPC), and cost-per-engagement (CPE) – have been tracked over the lifetime of the campaign.



CHANNEL SUMMARY

SEPTEMBER '22 – NOVEMBER '22

Facebook and Instagram

Analysis: Facebook and Instagram ads showed very strong performance throughout the campaign. This performance included a total of 13,353,387 impressions and 199,856 clicks for a total CTR of 1.50%. While performance across all ads was very similar, English newsfeed ads had a slight edge totaling 3,898,338 impressions. However, Spanish newsfeed ads far outperformed other ads by generating 113,550 clicks. In terms of engagement, the campaign amassed a total of 739,014 engagements including 1,553 reactions, 56 shares, and 40 saves.

The ads drove 36,372 sessions to the site with 31,474 (86%) of those coming from new users. While the campaign did well in driving people to the website, visitors stayed on average for just 8 seconds.

FUTURE CONSIDERATIONS

Channel Expansion Recommendations

ConnectedTV is an effective medium at reaching Hispanic audiences at scale and cost efficiently through Smart TVs. Consider adding video to future campaigns for more impactful storytelling.

Leverage local TV channels like Univision and Telemundo to amplify messaging using local voices and influence.

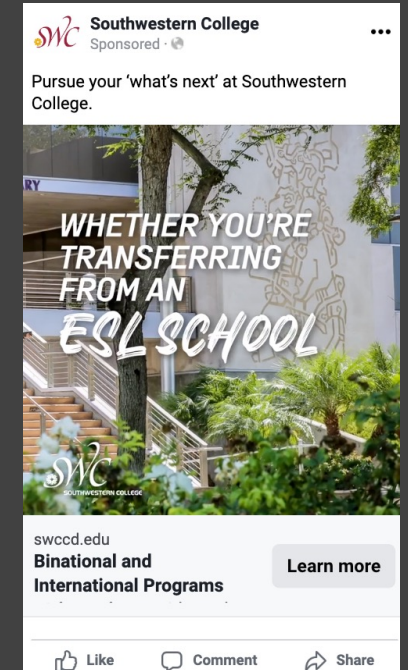
Consider additional social media channels like TikTok and SnapChat as well as social influencers to help amplify community college messaging and consideration.



FACEBOOK + INSTAGRAM



Digital media





THANK YOU

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SOUTHWESTERN COLLEGE

ANNUAL DISTRICT CAMPAIGN

F22 + FAST-TRACK FLIGHT

CAMPAIGN OVERVIEW

Goal: Increase student awareness and enrollment

Objective: Increase awareness of and enrollment in fall 2022 and fast-track classes

Campaign lifecycle:

- F22 flight: Aug 1 – Aug 22, 2022
- Fast-track flight: Sep 26 – Oct 17, 2022

Strategy statement: Get prospective students to enroll at Southwestern College and support semester-over-semester enrollment by driving them to a dedicated landing page to learn more

KPIs: Impressions, Clicks, CTR, Website sessions

Target audiences:

- South County Residents English/Spanish (16-34)
- Prospective students
- Transfer students
- Current and 'stop out' students

Media channels:

- Responsive Google display, Responsive Google search, Facebook, Instagram, social display, radio/audio, Connected TV

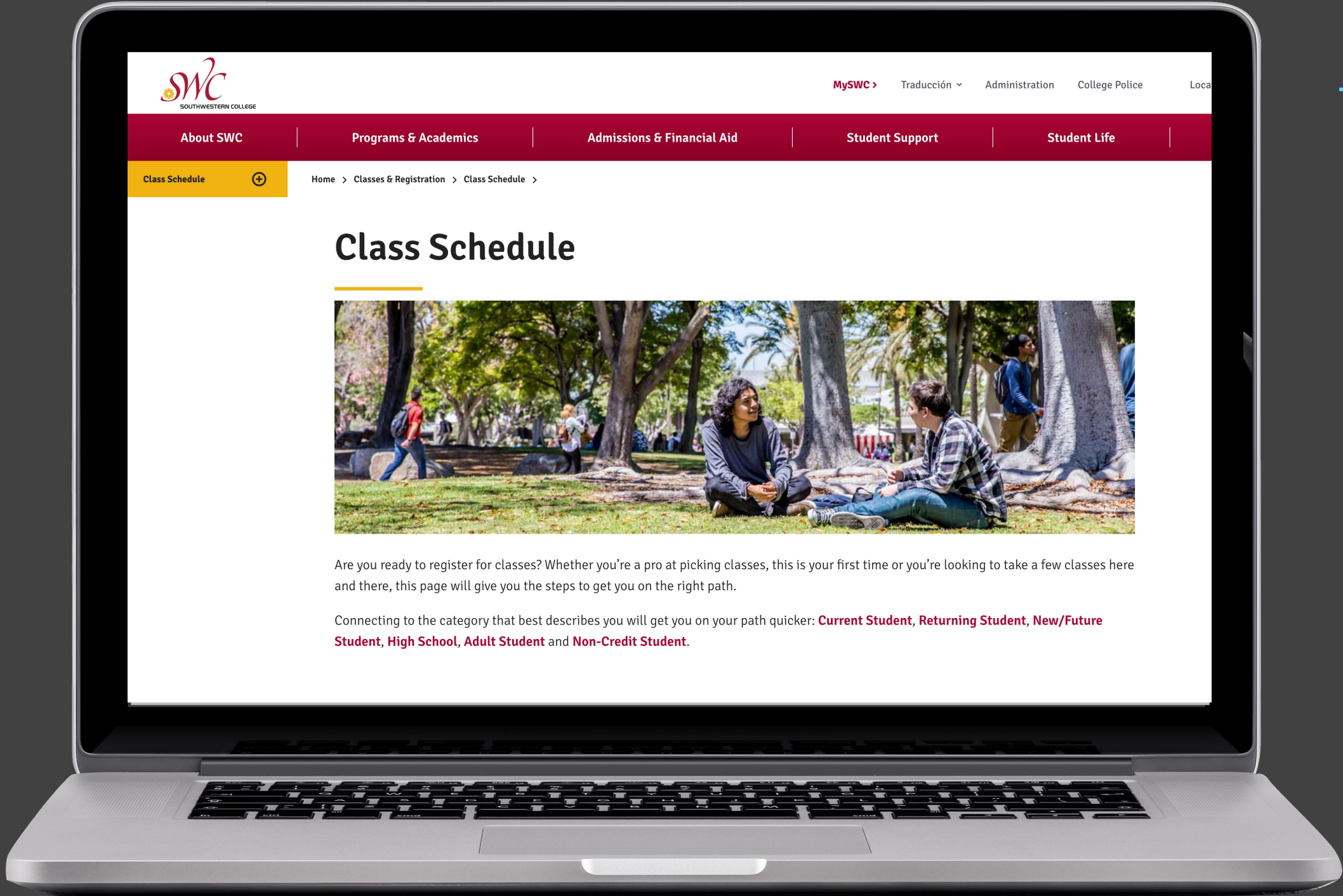
Landing pages:

- F22 flight: swccd.edu/apply
- Fast-track flight: swccd.edu/fall

Y5 MEDIA PLAN

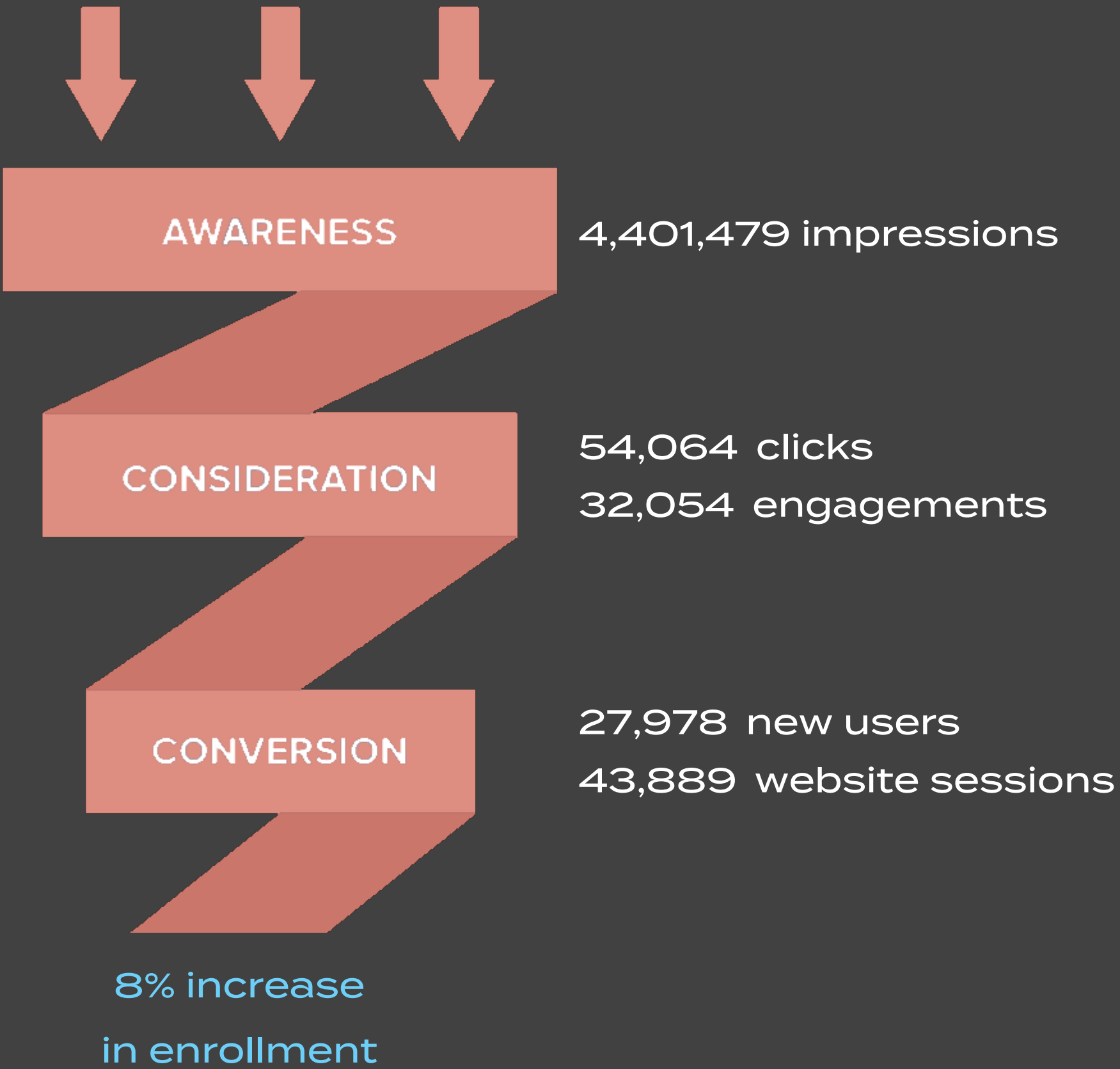
[illegible]

CAMPAIGN SUMMARY



Southwestern Community College District's fall enrollment campaign generated 4.4 million impressions, 54K clicks, and 32K social engagements. Combined digital and traditional English and Spanish media channel efforts resulted in driving 27K new website visitors. This contributed 11% of the total new users during the campaign window and an 8% increase in fall enrollment.

TV/CTV – Radio/Audio – Social – Display – Search – Sponsorships





Channel summary: Facebook and Instagram ads delivered 25% of all impressions during the fall campaign, and a low \$1.55 cost per link click, 26% more efficient than higher education industry average.

Leveraging video newsfeed and story ads across FB/IG reached audiences an average frequency of 3.14 times over the course of the campaign. While good, we recommend increasing ad spend to reinforce messaging at minimum 3-5 times before optimizing creative performance.

Campaign KPIs

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> Awareness Frequency 3.14 1M Impressions | <ul style="list-style-type: none"> Consideration 5.3K Clicks 0.50% CTR | <ul style="list-style-type: none"> Conversion 1.6K sessions 4.6% of website new users |
|---|---|--|

Newsfeed - desktop



Story - mobile





DISPLAY

Digital media

Channel summary: Display ads generated 1.5 million impressions, over 25% of the campaign's total impressions in August, with less thank 1/10th of the campaigns total ad spend. Cost-per-click's exceeded industry benchmarks by 0.37¢ (0.05¢ versus 0.42¢) indicating strong creative performance.

Utilizing auto-optimizing images, headlines and descriptions within content has greatly increased both CPC and CTR's over the past few campaigns. We recommend continuing this best practice.

Campaign KPIs

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> Awareness <ul style="list-style-type: none"> 1.5M Impressions | <ul style="list-style-type: none"> Consideration <ul style="list-style-type: none"> 42k Clicks 2.25% CTR | <ul style="list-style-type: none"> Conversion <ul style="list-style-type: none"> 33K sessions 55%+ of website new users |
|---|--|---|

Responsive Google display

Example of your image ad at 300×250

Example of your text ad at 300×250

Example of your native ad at 300×250

Example of your image ad at 300×250

Example of your text ad at 300×250

Example of your native ad at 300×250



SOCIAL-DISPLAY

Digital media

Channel summary: Social display ads continue to provide quick social plus display ad support, delivering almost 500K impressions against prospective audiences from August - September. This boosted resulted in and additional 409 clicks and over 700 attributed new website users.

We've consistently seen click-through rates between 0.08% and 0.10% when using this tact, and while low, the combination of social ads plus display ads helps expand reach and impressions against the target audience while still allowing for multiple forms of engagement.

Campaign KPIs

- Awareness
 - 162KM Impressions
- Consideration
 - 409 Clicks
 - 0.10% CTR
- Conversion
 - 595 sessions
 - 709 website new users

Social display



2,414 reached
4 shares
2 comments
123 likes



SEARCH

Digital media

Channel summary: Responsive display ads that auto optimize and rotate multiple headlines and descriptions increased click-through rates by 10x over the year, ranging from 14% to 20% this fall.

Average paid search click-through rate across education range from ranging from 3.84% to 10.67%. Additional ad spend is recommend to support the online search demand and further capitalize on the strong click-through rate engagement.

Campaign KPIs

- | | | |
|--|---|--|
| <ul style="list-style-type: none">Awareness<ul style="list-style-type: none">38K Impressions | <ul style="list-style-type: none">Consideration<ul style="list-style-type: none">5.5K Clicks14.20% CTR | <ul style="list-style-type: none">Conversion<ul style="list-style-type: none">7K sessions2.9K website new users |
|--|---|--|

Responsive Google search

Ad · www.swccd.edu/ ·

Fulfill your academic dreams. | Continue toward your degree.

Supporting students' needs: free tuition for qualifying students, support service and more.
Whatever your academic journey, we're here for you along the way. Apply now!

Ad · www.swccd.edu/ ·

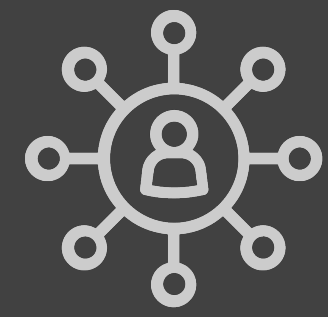
We're your way in. | Keep moving toward a degree.

Supporting students' needs: free tuition for qualifying students, support service and more.
Whatever your academic journey, we're here for you along the way. Apply now!

Ad · www.swccd.edu/ ·

Southwestern for Fall 2022. | Continue toward your degree.

Are you ready to get back on course? Southwestern College is your way in. Apply now!
Supporting students' needs: free tuition for qualifying students, support service and more.



XEWT – Canal12

Local media: TV, social media

Channel summary: Broadcast TV distribution across Canal 12 helped amplify enrollment messaging through a trusted local station. While total frequency per audience was below 2, this partnership provided a strong supportive layer of Spanish-language messaging among Hispanic audiences.

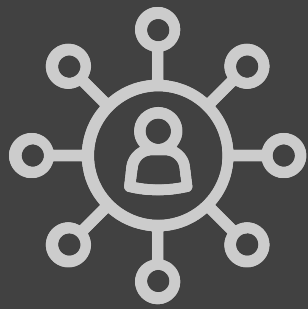
Broadcast TV



60 spots

105,521 impressions

Delivery met

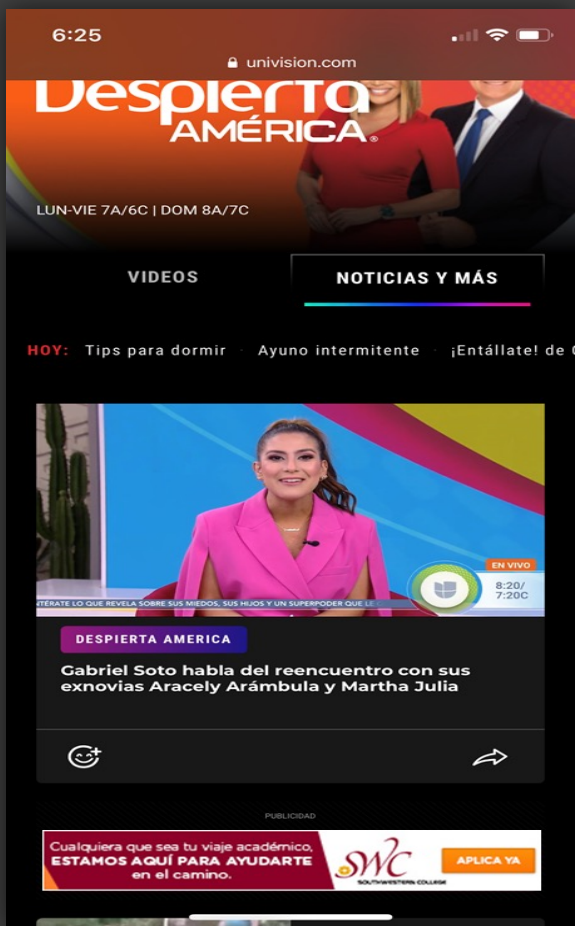
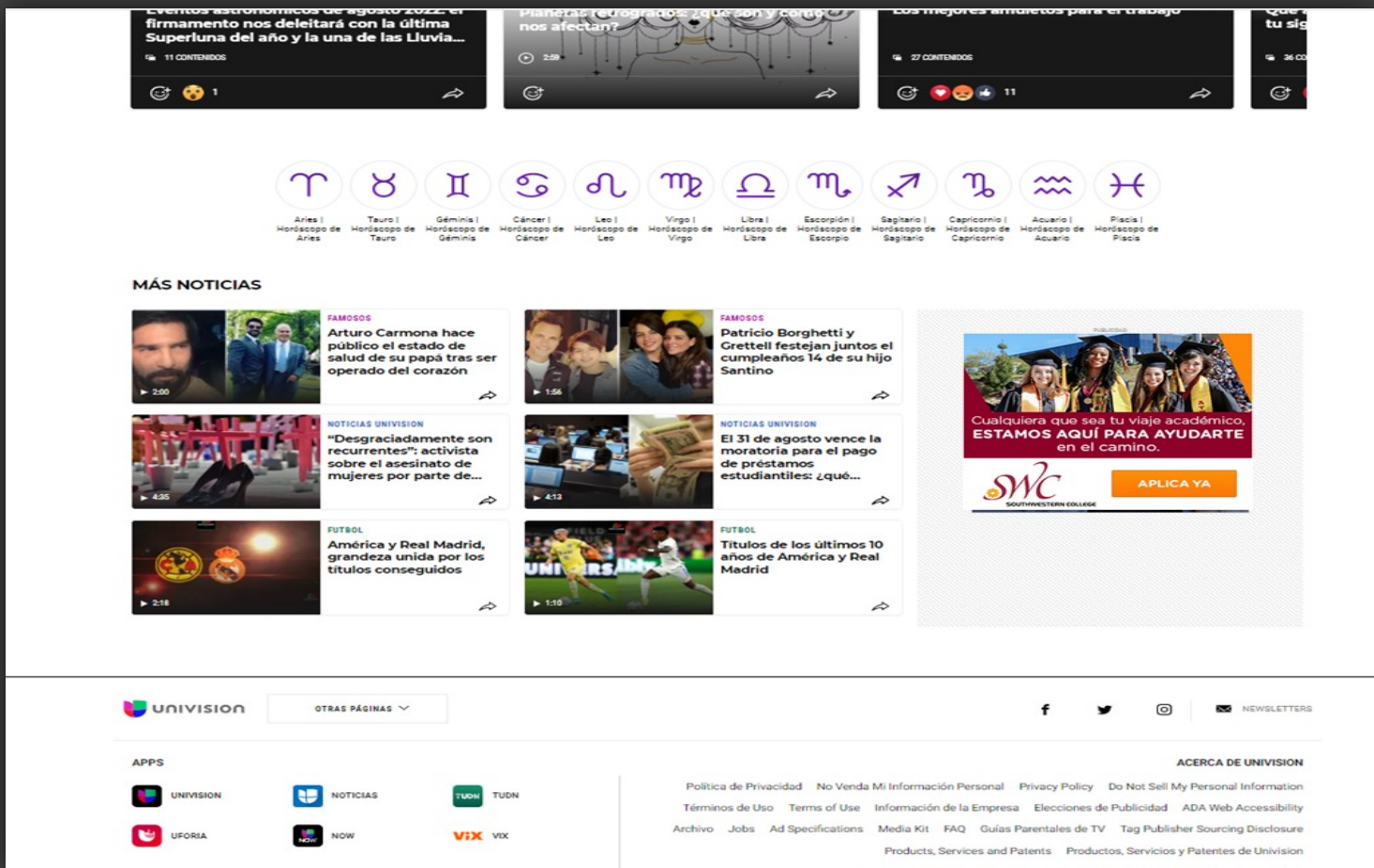


TELEVISA/UNIVISION

Local media: radio, tv, display

Channel summary: Multi-channel Spanish messaging across Univision/Televisa's network of broadcast and streaming tv, programmatic display and local radio stations. Reach and frequency was low compared to other channels (<2), consider spending more to increase frequency and impact of messaging.

Run of site display



101,994 impressions

Radio

KNLV-FM

- 24 spots
- 46,500 net reach
- 64,800 impressions



KLQV-FM

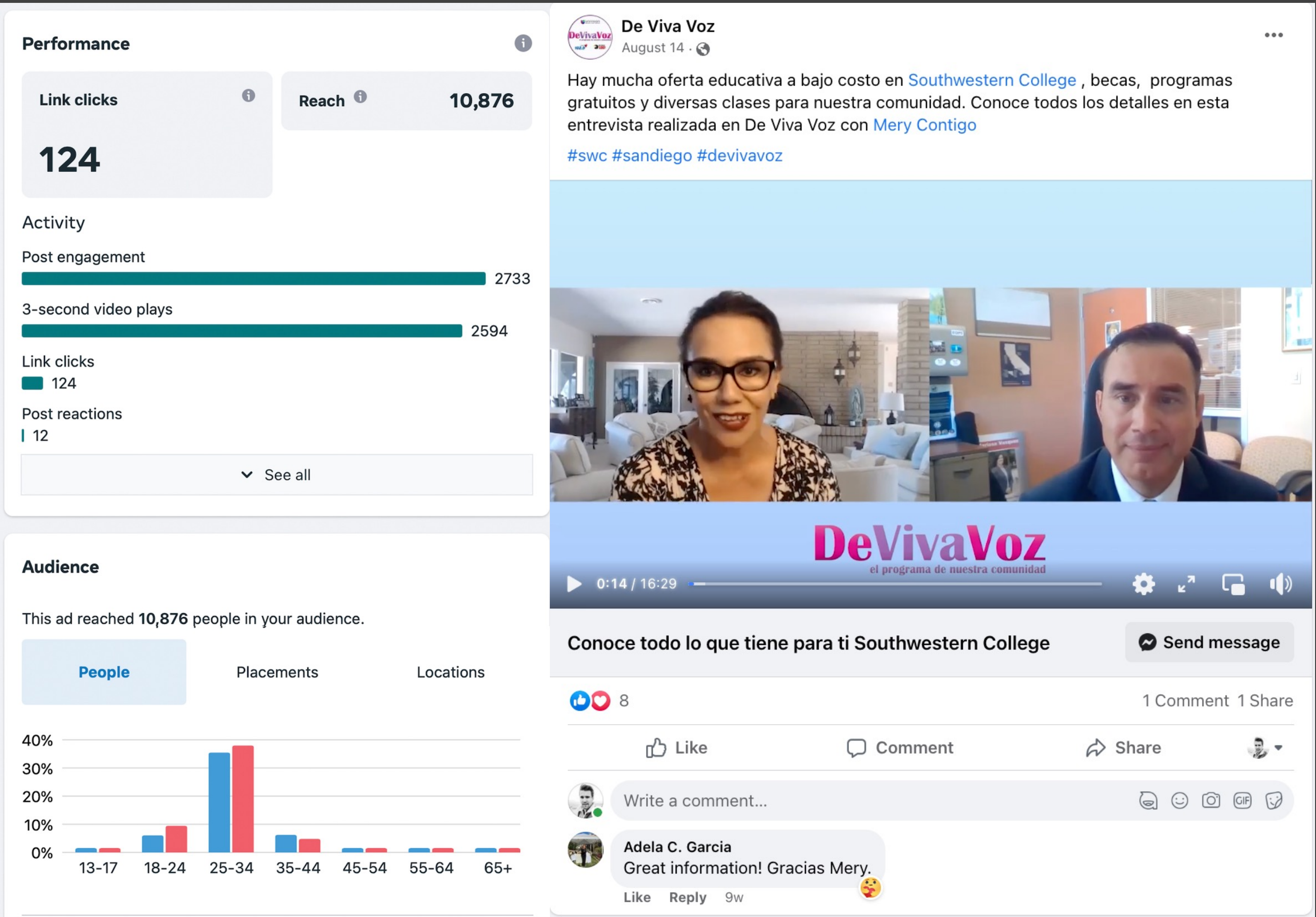
- 20 spots
- 23,600 net reach
- 28,000 impressions





TELEVISA/UNIVISION

Local media: radio, tv, display



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Southwestern College

ANNUAL DISTRICT CAMPAIGN

Summer Enrollment Flight

CAMPAIGN OVERVIEW

Goal: Increase student awareness and enrollment

Objective: Increase awareness of and enrollment in spring 2022 and fast-track classes

Campaign lifecycle:

- **SU22 flight:** May 10 – June 10, 2022

Strategy statement: Get prospective students to enroll at Southwestern College and support semester-over-semester enrollment by driving them to a dedicated landing page to learn more

Target audience: 16–18-year-old high school students looking for 'what's next' (higher education intent, South County residents (Chula Vista +5 miles surrounding area)

16-34 years old, South County residents (Chula Vista +5 miles surrounding area)

Media channels: Social display ads across Facebook and Instagram

Landing page: swccd.edu/classes-and-registration/class-schedule/

KPIS: Impressions, Clicks, CTR, Website sessions

Y4 Media plan

					January			February				March				April				May					June				Gross Media
Objective	Strategy	Tactic	Audience	Media Channel	17-Jan	24-Jan	31-Jan	7-Feb	14-Feb	21-Feb	28-Feb	7-Mar	14-Mar	21-Mar	28-Mar	4-Apr	11-Apr	18-Apr	25-Apr	2-May	9-May	16-May	23-May	30-May	6-Jun	13-Jun	20-Jun	27-Jun	
Y4 Annual Plan					Spring '22 registration							Fast-track class registration								Summer '22 registration									
Conversion	Search	Responsive	Eng. / Span	Google Ads - Search																									\$3,700.00
Awareness Engagement	Display	Responsive	Eng. / Span	Google Ads - Display																									\$2,500.00
Awareness Engagement	Social	Newsfeed Stories	Eng. / Span	Facebook																									\$2,000.00
Awareness Engagement	Social	Newsfeed Stories	Eng. / Span	Instagram																									\$2,000.00
Awareness Engagement	News websites + social	Social-Display	Eng. / Span	AdTaxi (social-display)																									\$22,500
Awareness	Local media	Mixed media	Spanish	XEWT12																									\$6,000.00
Awareness	Local media	Mixed media	Spanish	Univision radio + display + CTV																									\$9,300.00
			Spanish Translation	Search, social, display, video, audio, other																									\$1,000.00
			Video Production	:15s & :30s																									\$10,000.00
Y4 Media Total																													\$59,000.00

CAMPAIGN SUMMARY

Campaign summary: Collectively, the campaign delivered 2,401,104 impressions, 21,264 clicks, and 6,952 website sessions to Southwestern Community College's summer enrollment landing page. On average, messaging reached target audiences in English and Spanish 5-10 times over the course of the campaign across digital and social media channels!

Facebook/Instagram: Facebook had a strong performance throughout the campaign accounting for a total of 745,845 impressions. However, these impressions led to a CTR of 0.18% which is lower than industry standard and lower than we have seen for Southwestern College campaigns. Time on site was about where we tend to see it for this campaign and 9 seconds on average. Given the relatively low investment put into Facebook and Instagram, the performance is where we would project and still provided 565 new users to the website.

Google Display: Google Display led all channels in almost every ad metric category. Display delivered 1,015,967 impressions and 15,137 clicks. During the campaign, display was responsible for 1,243 sessions with 1,129 of those visits coming from new users. In what was a shorter campaign, the performance from display was very encouraging and provided good value as the CPC averaged to \$0.11.

The Results



2,401,104 impressions



21,264 clicks



6,952 website sessions



4,530 new users



71 total spots



0.89% CTR

CAMPAIGN SUMMARY Cont.

Google Search: Google Search had a very impressive campaign. Search led all channels in CTR at 17.65%, which is far above industry benchmarks and past Southwestern campaigns. In total, search accounted for 23,747 impressions and 4,192 clicks. While the ad metrics may be lower in total than other channels, the quality of visitor was very high as search provided 5,102 sessions with 2,286 coming from new users. Time on site for these users also average 2:20 which is much higher than we see across other channels.

Social Display: Social Display totaled 615,545 impressions and 584 clicks for a CTR of 0.09%. This performance is on par with what we have seen from this channel in the past. Unfortunately, we saw low performance in terms of post click metrics as the campaign produced 20 sessions and 10 new users. Visitors from social display had an average session duration of 3 seconds.

XEWT12 (Canal : Canal 12 ran 51 total spots from May 17th – June 3rd , averaging 5 spots per week against target audiences.

Univision (KLQV): Univision leveraged radio, audio streaming and display ads to reach Hispanic audiences. Radio ads delivered 20 spots during May's summer enrollment flight.

The Results



2,401,104 impressions



21,264 clicks



6,952 website sessions



4,530 new users



71 total spots



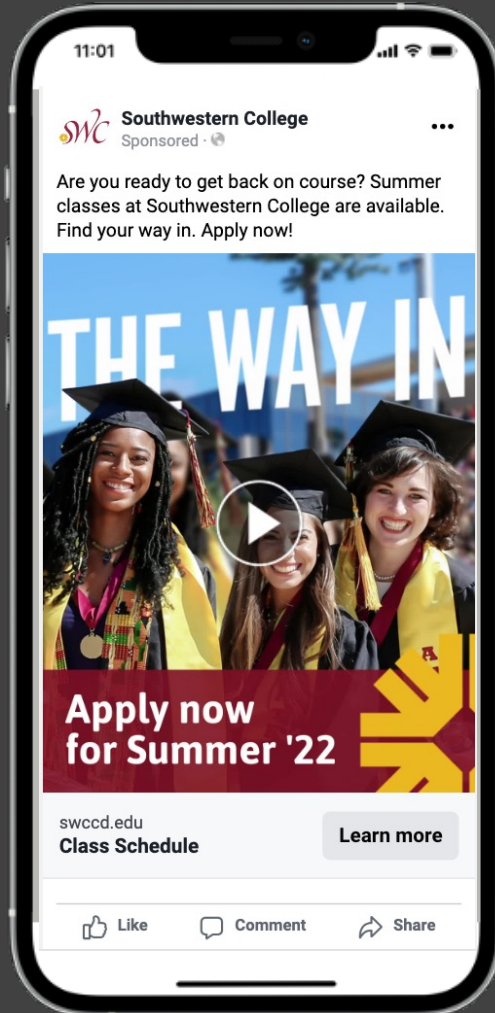
0.89% CTR



FACEBOOK + INSTAGRAM

Social media

Facebook: Newsfeed



Instagram: Story





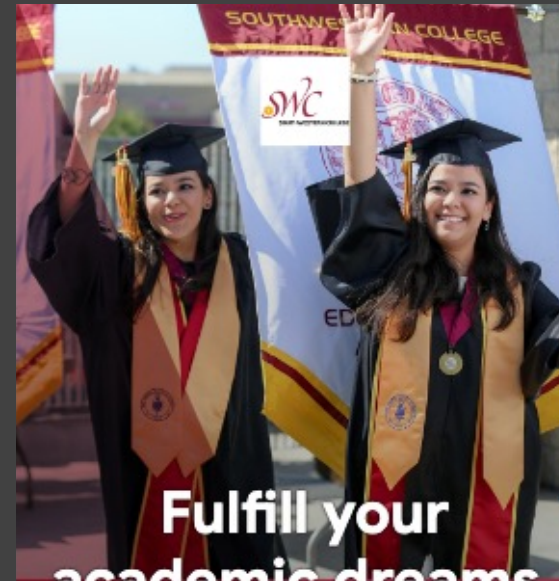
GOOGLE DISPLAY

Digital media



Fulfill your academic dreams.


Are you ready to get back on course? Southwestern College is your way in. Apply now!



Fulfill your academic dreams.



Are you ready to get back on course? Southwestern College is your way in. Apply now!

Close Open



Keep moving toward a degree.

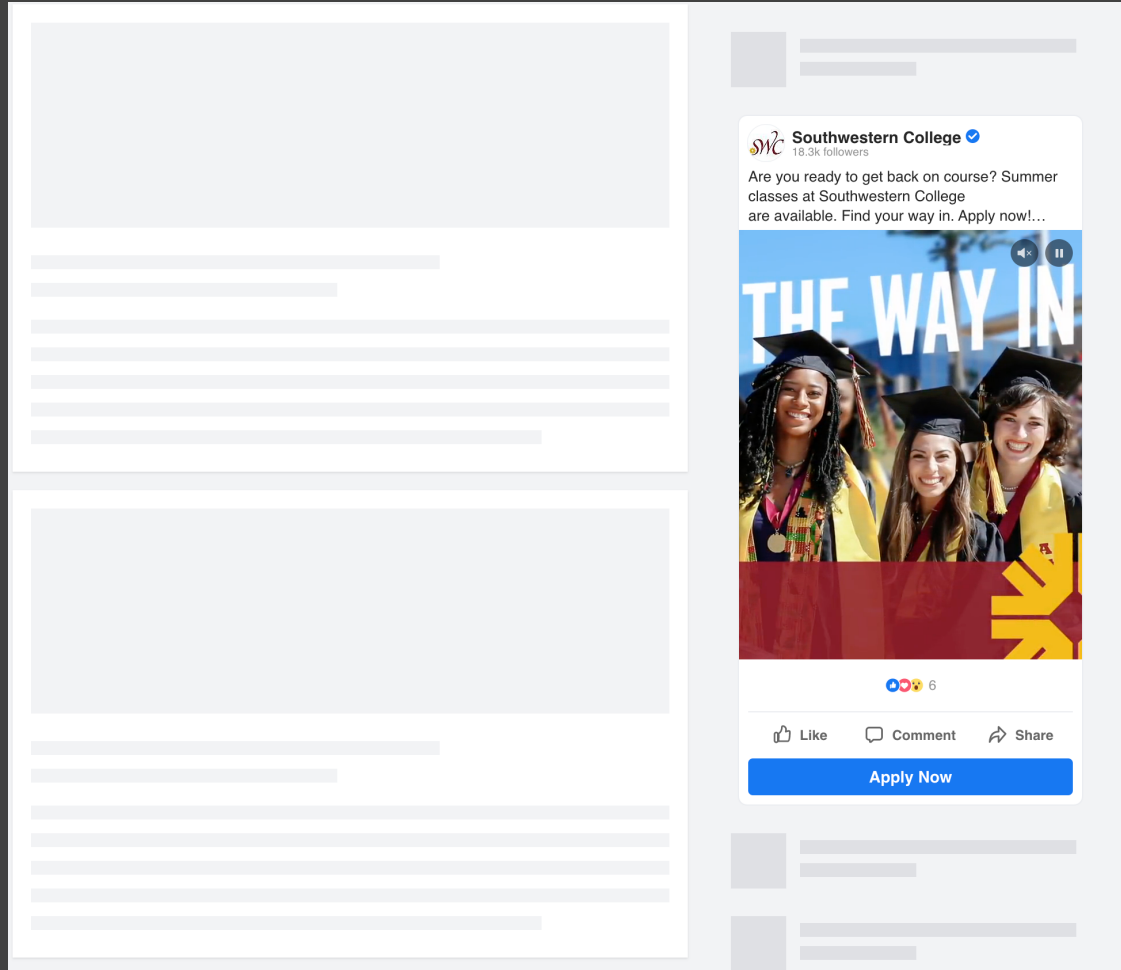
Whatever your academic journey, we're here for you along the way. Apply now!





SOCIAL DISPLAY

Digital media



Social display ads

FB - Summer Classes Video - 300x250

FB - Summer Classes Video - 300x600

FB - Summer Classes Video - 320x480

IG - Summer Classes Video - 300x250

IG - Summer Classes Video - 300x600

IG - Summer Classes Video - 320x480



GOOGLE SEARCH

Digital media

Ad • www.swccd.edu/



Southwestern for Summer 2022. | Keep moving toward a degree. | We're your way in.

Are you ready to get back on course? Southwestern College is your way in. Apply now! Whatever your academic journey, we're here for you along the way. Apply now!

Ad • www.swccd.edu/



Fulfill your academic dreams. | Get moving for Summer 2022

Whatever your academic journey, we're here for you along the way. Apply now! Supporting students' needs: free tuition for qualifying students, support services + more.

Ad • www.swccd.edu/



Get moving for Summer 2022 | We're your way in. | Continue toward your degree.

Are you ready to get back on course? Southwestern College is your way in. Apply now! Whatever your academic journey, we're here for you along the way. Apply now!



UNIVISION (KLQV)

Traditional and digital media

:30s and :15s radio spots accompanied by display ads: Univision leveraged radio, audio streaming and display ads to reach Hispanic audiences. Radio ads delivered 20 spots during May's summer enrollment flight.

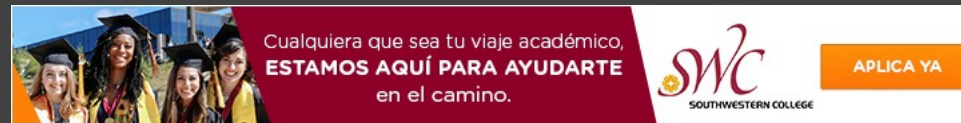
Radio: :30s



Radio: :15s



Display ads: 300x250, 728x90, 320x50





XEWT12 (Canal 12)

Traditional media

:30s & :15s TV Spots: Canal 12 ran 51 total spots from May 17th – June 3rd , averaging 5 spots per week against target audiences



vimeo.com/706207816



[/vimeo.com/706276378](https://vimeo.com/706276378)

THANK YOU