

**LEHIGH CARBON COMMUNITY COLLEGE  
MARKETING & CREATIVE SERVICES RFP  
QUESTIONS AND RESPONSES**

Q: Does the College need assistance with landing page development?

A: As part of marketing campaigns, we often do need landing pages developed.

Q: Do you have specific goals for each campus location?

A: Not specifically; there are smaller targeted campaigns, but those are mostly coordinated internally.

Q: Have you completed any brand awareness studies? What's your unaided awareness in your market today?

A: Not recently.

Q: What are the challenges that the College faces?

A: This is complicated, mostly having to do with growing enrollment.

Q: What are some of the performance metrics you are looking to improve?

A: This will be addressed with the selected agency.

Q: Do you have an existing brand architecture that we can use as a foundation?

A: No.

Q: Who do you consider to be major competitors (higher education institutions, local industry employers, etc.)?

A: Yes, those mentioned. Community college students often have complicated lives and come in and out of the educational environment.

Q: Can you share any examples of integrated reporting?

A: Not at this time.

Q: What are your enrollment goals for the 2025-2026 academic year?

A: Detailed in Enrollment Management Plan, which will be shared with selected agency.

Q: Do you have an approximate list size of applicants?

A: Yes, that data is within our CRM platform.

Q: Can we solely send in our submission electronically? If so, where do we email it to?

A: (1) electronic copy (on a thumb drive only) of the proposal can be emailed to [jhardenberg@lcc.edu](mailto:jhardenberg@lcc.edu).

Q: Do you currently have an incumbent agency? What is their name?

A: Yes, 3Seed Marketing, Design and Interactive.

Q: Is incumbent agency participating in this RFP?

A: This information is confidential.

Q: Does your working budget include agency fees?

A: We aren't normally charged agency fees because we handle payments to media companies internally.

Q: Is creative work (concepts and executions) part of a separate budget?

A: Please include that in your proposal.

Q: Can you approximate how many executions you will need for digital display, video, banner ads, social media graphics?

A: This is difficult to specify. Normally, the ads fall within the approved design motif, so individual approvals are expedited.

Q: Do you use a CRM system? Which one?

A: CRM is used by Office of Admissions: TargetX, which is a Salesforce product.

Q: Assume agency will be responsible for execution of all individual ads as well as concepts?

A: All digital ads will be responsibility of agency. Once design campaign is approved, our internal designers create many of the ads and materials for traditional ads for high schools, local education guides, sponsorships, etc.

Q: Would the agency need to provide videos and/or audio spots? If so, would LCCC be supplying video footage? Or is agency responsible for this?

A: We would work with the selected agency on annual video / ad spots. We don't provide separate video or audio footage. We would seek the assistance of the selected agency to create these. Include pricing in your proposal.

Q: What creative assets would LCCC be supplying (for example, photo library of images)?

A: Yes, we do have a professional photo library, but also do work with agency on additional student images to be used in marketing.

Q: Is creative work (branding concepts) part of a separate budget or is it included in the \$400,000 budget?

A: Creative work should be part of the proposal. The \$400,000 budget is for ad spend only.

Q: When do you anticipate answers to questions be sent out to the agencies?

A: March 18, 2025.

Q: How is the current compensation model set-up between the college and its incumbent?

A: Monthly retainer, for specific tasks, and additional funds for special projects – video production, photography, etc.

Q: Is that model working for the college, or is there a desire to move to a different model?

A: Yes, this model works well.

Q: Is one agency acting as the incumbent?

A: Yes, 3Seed Marketing, Design and Interactive.

Q: Will the media dollars/spend run through the college directly? Meaning payment to/from the college/outlets will be direct and not run through the selected agency partner (despite the fact that the agency will be placing the media).

A: Yes, payments are made through the college's credit card or through the internal requisition process.

Q: Will placement on digital platforms take place on LCCC-owned platforms and ad accounts? Or, will the new agency partner be required to place the media through their own accounts?

A: We have our own ad accounts.

Q: Are all media inquiries being driven to <https://www.lccc.edu/admissions/request-admissions-information/?/>?

A: Often there are marketing landing pages that are developed for specific campaigns.

Q: Will the selected agency be responsible for creating all individual ad units, or will the selected agency be responsible for developing the creative strategy/concept, and then the college will be responsible for creating all the individual ad units?

A: The agency will develop the ads to be placed as part of the digital marketing plan. Internal designers use the design strategy for additional ad placement.

Q: Who is responsible for the collection, organization, storage and reporting of marketing data and analytics?

A: We would expect the selected agency to keep track of analytics and present those to our internal team at least monthly.

Q: What current dashboard mechanisms are in place and are those owned by the college or the incumbent (if there is one)? Or, will the selected agency partner be required to set up a new dashboard?

A: The agency would provide data analytics on digital marketing to our internal team. We do not have a dashboard.

Q: What photo and video assets are available for use as part of the campaign?

A: We have a photo library and a minimal amount of video assets. We rely on the agency to create video streaming ads, testimonials, etc. annually.

Q: Is there any opportunity to reshoot images and video to align with the look/feel of the campaign?

A: Yes, that would be expected for the new campaign

Q: What specific tasks/services are you looking for related to SEO?

A: Will be discussed with selected agency.

Q: How are you defining the management of "SEO/SEM" and "automation" in the pricing section?

A: Will be discussed with selected agency.

Q: Is the positioning in the document dated October 2023 the positioning from which the selected agency partner will develop a creative strategy?

A: Unsure what document you are referencing. Creative strategy will be discussed with selected agency.

Q: Are there any goals for increasing first-generation college students?

A: Will be discussed with selected agency.

Q: The RFP mentions key deliverables regarding lead totals, target for goal completions, etc. will be determined. Can you detail what your existing tracking infrastructure looks like as it relates to leads and how those leads move through the funnel to enrollment?

A: Will be discussed with selected agency.

Q: Is there an existing benchmark report or historical data that will be shared with the selected vendor to guide strategy?

A: Yes, we have monthly digital reports.

Q: Several goals for the media are included in the RFP such elevating brand positioning, enhancing brand equity in the community, etc. What is the single most important metric you're hoping to achieve from a paid media perspective (i.e., leads, site visitors, reach, etc.)?

A: Developing good leads into the applicant funnel.

Q: Is there a percentage of spend that you'd like dedicated to lead generation vs. brand awareness?

A: Will be discussed with selected agency.

Q: The RFP mentions that your primary target is prospective students and their parents in the three-county service region of Lehigh, Carbon, and Schuylkill. Would the paid advertising be limited to just those three counties or is there opportunity to expand beyond those counties?

A: Community colleges have distinct service regions. We won't expand beyond those counties.

Q: What did you not get from your previous marketing partners?

A: Will be discussed with selected agency.

Q: What were specific pain points you had or some aspects you thought worked well?

A: Will be discussed with selected agency.

Q: Is this a new requirement or existing? If existing what is the name of the incumbent contractor?

A: This is end of three-year contract. Incumbent agency is 3Seed Marketing, Design and Interactive.

Q: What are some of the programs LCCC hopes to generate awareness and increase recruitment for this contract?

A: Will be discussed with selected agency.

Q: Approximately how much time on site is LCCC anticipating this contractor will need to spend?

A: Initial meeting and projects that require being on site such as video production.

Q: Besides in the counties listed, does LCCC anticipate driving recruitment in any other location in PA or outside of the state?

A: No.

Q: Has the college used tactics in the last year that have been more successful than others?

A: Will be discussed with selected agency.

Q: What is the budget set aside for agency fees for creative services, marketing, and media management?

A: This should be included in your proposal.

Q: Is it correct to assume the agency selected would be tasked with managing the \$400k media budget? Would this budget be paid to the agency, or direct-billed to media vendors?

A: We pay media vendors directly. Agency will make media spend proposal; not all of \$400K needs to be allocated since some of that does not run through the agency.

Q: Are you looking for a demonstration of a media plan using the assumed \$400K media budget in the proposal?

A: Not at this time.

Q: Is there a preferred method of agency compensation (retainer, project-by-project, etc.)?

A: We have used a monthly retainer in the past, with additional fees for specific projects.

Q: Typically, we would get mileage out of a new campaign for more than one year with some minor refreshing. Is it your preference to completely redesign the campaign look and feel each year?

A: No, we have used the refresh option, with new campaigns developed every 2 or so years. We would expect the selected agency to propose a new campaign for its first year.

Q: Once a creative strategy is approved, do you intend to task the agency to develop all ad creative, or will this be shared with an internal team? If the latter, what percentage of the work do you anticipate the agency handling?

A: All digital ad creative will be agency's responsibility. Internal designers also create much of the ads that are not part of agency's plan.

Q: Is social media – both organic and paid – intended to be a part of the marketing strategy?

A: Paid only.

Q: How would you rate your organic social media presence? Will the agency be responsible for producing print and direct mail (design and/or production), or will this be handled by your internal team?

A: Handled by internal team for the most part.

Q: Can you share what your 3-5 program priorities areas are?

A: They change annually. Will be discussed with selected agency.

Q: you all mention that there's a preference for in-person monthly meetings and our team is located in another state; would that disqualify us?

A: We have monthly Zoom meetings with our ad agency. We do expect selected agency to have familiarity with our local media landscape.

Q: Do you have a team to work with on video production, or would you like us to consider enlisting a partner within the scope of this work?

A: Agency will coordinate this work.

Q: Is there a budget or budget range in mind for the professional fees of the agency?

A: Include your fees in proposal.

Q: For previous ad campaigns, what channels were utilized and how effective was each?

A: Will be discussed with selected agency.

Q: How was the performance and outcomes over the past three years of the current Marketing and Creative services contract?

A: Will be discussed with selected agency.

Q: What went well? What needs to be improved? What has LCCC's enrollment trend been for the past 5 years? If possible, please call-out credit and noncredit/workforce students.

A: Will be discussed with selected agency.

Q: Has LCCC conducted a brand positioning study? If so, when?

A: No.

Q: Has the strategic direction of the past three years been effective?

A: Will be discussed with selected agency.

Q: What is LCCC's "win-rate" for new student leads?

A: Will be discussed with selected agency.

Q: We're being asked to provide three-year pricing, though the Board of Trustees is only approving contracts for one year at a time. Can you explain this discrepancy?

A: The BOT approves contracts for the term identified in a Board Resolution provided by the stakeholder department and the Finance Office. For this particular contract, they'll approve for (3) years.

Q: The FAQs section mentions photo and video shoots. Are these considered ad-hoc or should they be built into our proposed services?

A: Can be priced as ala carte.

Q: How many shoots have been historically needed annually?

A: One.

Q: At the bottom of Appendix C, there is a note stating “Pricing SHALL NOT exceed 3% during years 2 and 3.” Can you please clarify this statement?

A: For years 2 and 3, we do not want to pay more than a 3% increase, year over year.

Q: Can you provide more details on the priority program areas that need targeted marketing?

A: Will be discussed with selected agency.

Q: Are there specific metrics or KPIs that the college uses to measure the success of marketing campaigns?

A: Details will be discussed with selected agency.

Q: What are the current challenges faced in your marketing efforts?

A: Primarily growing enrollment.

Q: Are there any target segments that have shown significant growth or decline?

A: Details will be discussed with selected agency.

Q: Can you clarify if the \$400,000 annual media budget is expected to remain consistent over the next three years or will there be increases to compensate for inflation?

A: Hard to predict the future, but the total should not change significantly.

Q: Are there specific digital marketing channels that have outperformed others in driving student inquiries?

A: Will be discussed with selected agency.

Q: What marketing automation and CRM platforms does LCCC currently use?

A: CRM used by Office of Admissions is TargetX, on Salesforce platform.

Q: What frequency and format of reporting does LCCC expect from its marketing partner?

A: Formal monthly meetings, but checking in as needed.

Q: Are there specific dashboards or analytics tools currently in use?

A: Agency provides dashboard.

Q: Can you confirm if media buying services include full management, or will LCCC handle certain aspects in-house?

A: College pays for media internally. Agency will work directly with media to negotiate contracts and annual plan.

Q: Are there any specific media vendors or partners LCCC prefers to work with?

A: Unsure of what is meant by this question. We have a media/advertising plan relevant to our target audience.

Q: Should the proposal include media buying recommendations for the college’s existing budget?

A: Not at this time. A media plan will be developed in concert with internal team and selected agency.

Q: Does LCCC currently use a CRM system to track student inquiries and applications?

A: Office of Admissions uses TargetX, Salesforce platform.

Q: Will the agency have access to website analytics and ad performance data?

A: We would expect agency to track this. Yes, we will share website analytics.

Q: Can you clarify the expected frequency of in-person meetings?

A: Required at beginning of contract. Monthly virtual meetings after that. In-person services as appropriate – photography, video shoots, etc.

Q: Will the agency be required to attend student events for content creation?

A: Only if needed to create videos. Can be discussed.

Q: Are there internal marketing team members responsible for campaign approvals and coordination?

A: Executive director of department and Director of Marketing.

Q: Is there a page limit or preferred format for the proposal submission?

A: Keep it reasonable and include pertinent information.

Q: Is there a campaign calendar/expected number of creative changes?

A: There is a campaign calendar.

Q: Are there programs already identified as a priority for this work? If yes, which ones?

A: Priority programs will be discussed with selected agency. Digital campaign includes program marketing, brand awareness, event marketing.

Q: Are landing pages part of the engagement?

A: They should be included as an option; we often use marketing landing pages as part of campaigns.

Q: Could Lehigh Carbon Community College share any information on historical CPL or yield percentages?

A: We will discuss with selected agency.

Q: How would you describe LCCC's current digital channel strategy?

A: Will discuss with selected agency.

Q: The RFP states "Propose and execute an annual media advertising campaign to drive enrollment, including planning, buying, negotiating and trafficking. Please note the media spend is not part of this proposal." Can you clarify if you are looking for a detailed media plan to include the cost of media or are you only looking for the cost of strategy development and management fees?

A: No, don't include that detail in your proposal. This is what we expect of the selected agency. We are looking for cost of strategy development and management.

Q: Is the \$400,000 inclusive of all strategies (print, broadcast, digital, email, etc.) and inclusive of fees?

A: As it says in the RFP, this is the media spend and doesn't include contract with agency.



Q: Will LCCC give preference to Pennsylvania-based companies?

A: We expect agency to be familiar with our local media and advertising environment

Q: Does LCCC have an incumbent or preferred vendor in mind for this project? If so, what is prompting this search for a new supplier?

A: We're coming up on the end of three-year contract.

Q: How has the ever-changing education landscape impacted your enrollment numbers?

A: Of course

Q: Can you confirm whether the \$400,000 budget is strictly allocated for media spending, excluding agency fees? If so, are you willing to disclose the budget for agency fees?

A: We have not paid agency fees because we handle payment to media outlets internally.

Q: How many full-time employees do you currently have within your marketing team?

A: 10, not all in marketing.

Q: What kind of creative services should we include in the Scope of Work? If none, who will be providing the creative assets?

A: Is in the RFP

Q: Is the expectation that the vendor will create a single tagline/theme for the entire annual campaign, or should multiple variations be developed for different target audiences?

A: We have used one tagline/theme, but have customized it as needed.

Q: Can you clarify the level of involvement expected for internal marketing materials? Will the vendor provide fully designed pieces, or just strategic guidance/templates for the college's in-house team?

A: Our design team creates much of the internal materials. If you mean print materials, we do a direct mail campaign that sometimes the agency creates. And the Admissions View Book materials are created by the agency, with pricing separate. Updated every 2-3 years.

Q: Is the vendor expected to produce video, photography, and other assets, or just provide creative direction? If production is included, what level of video/photography is anticipated?

A: We expect the agency to create these; please include pricing for annual video to be used in ads and streaming content.

Q: Does LCCC have a defined brand strategy, including brand guidelines, messaging framework, and visual identity standards?

A: Yes

Q: How involved does LCCC expect the selected agency to be in internal marketing decisions and strategic planning?

A: Not involved in internal decisions. Agency will handle advertising recommendations and strategy and implementation.

Q: Who is currently handling media placement, and is the agency expected to take over all aspects of media buying?

A: Yes

Q: Does LCCC expect the agency to propose new media channels or only optimize existing ones?

A: Always looking to improve, so would expect recommendations as appropriate.

Q: How does LCCC currently track campaign performance and attribution for leads and enrollments? A: Agency uses dashboard.

Q: Should media relations be incorporated into the agency's proposed integrated strategy, or will LCCC manage all media outreach and press communications in-house?

A: Do not include this in your proposal. This is not part of the request.

Q: Are there existing taglines, messaging pillars, or creative templates that must be used, or is the agency responsible for developing everything from scratch?

A: We would expect a new campaign for the first year.

Q: What level of production is expected for video and photography assets (e.g., full-scale productions, simple interviews, animation)?

A: See answers above.

Q: Does the college have an internal creative team, and how will responsibilities be divided between the agency and internal staff?

A: We do have internal team. Agency is expected to handle all creative that is part of media plan.

Q: What platforms does LCCC currently use for digital marketing, and are there existing accounts that must be managed or new ones to be created?

A: Will be discussed with selected agency.

Q: Are there specific enrollment periods or seasonal peaks that campaigns should focus on?

A: There is a campaign calendar that should be followed, relevant to registration periods for semesters, events, information sessions, etc.

Q: What level of SEO/SEM optimization does LCCC currently have, and are there existing keyword strategies in place?

A: Yes.

Q: How does LCCC handle budget adjustments if additional creative work is needed beyond the initial scope?

A: Will add those to requisition as needed, but we expect to understand the entire year and include expenses on initial contract.

Q: With your current annual \$400,000 media budget, will this increase year-over-year or remain flat? Also, is this the budget we should work within for the first year of this engagement?

A: Usually remains about the same.

Q: What are the required turnaround times for deliverables, and are there specific internal approval processes to account for?

A: Approvals from executive director and from director of marketing and digital media.

Q: How will monthly progress meetings be structured, and what level of reporting is expected from the agency?

A: Will discuss with the selected agency.

Q: Does LCCC have existing vendor partnerships that the selected agency will need to work with?

A: We do have established partners and local media companies we contract with.

Q: Will the appointed agency be responsible for developing and managing the social media content calendar, including scheduling and publishing proposed content, or will this be handled internally?

A: Handled internally.

Q: Are there specific diversity, equity, and inclusion (DEI) and/or accessibility requirements for marketing messaging and outreach?

A: Must reflect our student body.

Q: Who are the key stakeholders from Lehigh Carbon Community College that we will need to work with on a day-to-day basis? For example, will we be working solely with the marketing team or marketing plus other internal departments? Are there any other agencies in the mix that we need to collaborate with?

A: No other agencies; just work with internal team, usually executive director of department and director of marketing and digital media.

Q: In addition to attendance numbers, what key performance indicators (KPIs) will define success for this advertising plan?

A: See answer above.

Q: The RFP emphasizes digital marketing. Can you share more about your current digital marketing efforts and what specific metrics you're using to measure success (e.g., website traffic, lead generation, conversion rates)?

A: Will discuss with selected agency.

Q: Beyond the monthly meetings, what kind of reporting and communication structure do you envision for this partnership? What level of detail are you looking for in the monthly reports?

A: Will be discussed with selected agency. We would expect a level of detail to indicate what kind of success the campaign is having.

Q: What is considered community education?

A: Unsure of the context of this question. We are a community college and provide a range of educational opportunities.

Q: Can you share allocations of previous marketing budgets by channel as well as budget split between general branding and program specific marketing?

A: Will be discussed with selected agency.

Q: Can you define consultations needed on other areas related to communication and marketing?

A: Identification of additional target markets, new technology tools that may be recommended, additional outreach opportunities (direct mail, print, outdoor, etc.).

Q: Are you looking for website management/hosting?

A: No.

Q: Can you expand on the 3-4 priority programs?

A" These are programs that receive marketing focus and are selected in coordination with Academics. They are usually low enrolled, have high potential for growth and/or address an employment need in the region (high priority occupations).

Q: How are you currently tracking total leads, ROI etc.?

A: Current agency maintains a detailed dashboard.

Q: When did this new website launch?

A: Not relevant.

Q: Would you prefer to keep your current brand elements (like logos, colors, and website) and enhance them with improved taglines and design themes, or are you considering a full rebrand?

A: Not looking for a full re-brand, but an annual ad campaign theme.

Q: If the media placement budget is \$400K, do you have a budget allocated to creative development? If so, what is that figure?

A: Yes, the department has budget allocated to creative development. You should include that in your proposal.