

May 9, 2024

Request for Qualifications # 240016
Marketing and Communications Brand and Media Strategy

Please see the following questions and answers below:

What do you mean by soft rebrand vs. full rebrand?

This process is intentional in getting an outside assessment of its overall brand, and there may be value in the current brand that could be made stronger and better to communicate. However, there may also be factors that favor a complete re-branding of the College. The brand must add value to the mission statement and strategic plan, and it may be either "sharpening the edge" versus repositioning the College.

The first deliverable is brand strategy and the RFQ describes it as "comprehensive brand strategy, both long and short-term, based on research and data that is unique to JC and communities it serves which may include creative content to support the brand including digital and traditional platforms:

A couple of questions:

Does this mean we have to conduct primary research or that we can rely on third part research or existing research that's been done?

Jefferson College is one of 11 community college districts in Missouri and possesses unique aspects compared to other higher education institutes. Preference will be given to those agency/firms that have experience serving higher education institutes, along with data that is unique to Jefferson College.

When you mention comprehensive brand strategy, that suggests to us we would develop a brand positioning statement and develop key messaging to support that positioning. Is that in line with what you are envisioning?

Yes, along with the tactics and initiatives that incorporate the College's position to support enrollment growth.

When it mentions "creative content to support the brand", is this creative concept meaning showing headlines and visual looks for particular pieces? If so, about how many pieces?

The extent or quantity of pieces would be recommended by the agency/firm, and all creative content must promote the overall brand strategy.

The second deliverable is media planning and buying and states that the vendor would "assist the Marketing and Communications office in a planning and buying media strategy..."

Does this mean agency will develop plan with client input/approval, negotiate buy, and actually place/contract the media? Or is the client executing the actual buy?

The College has always managed its media spends and has used several media firms to produce a mix of

While it is easy to estimate media planning, we would need to know approximately how many mediums (i.e. digital, paid social, connected TV, radio, outdoor, etc.) we would be buying. Can you provide us what mediums you have bought in the past?

The College has experience is almost every media channel available in the community, both digital and traditional. We are seeking an agency/firm to make recommendations on media channels that are most effective with our target audience to help grow enrollment.

The third deliverable Media Relations which is ongoing PR efforts in our minds:

We do PR as an ongoing retainer basis; would you be open to having the PR effort run only through

Project Description: If this is an enrollment-focused campaign, is there data that identifies what the enrollment has been over the past (10+) years per year, per semester? Are there any other KPIs available over that same time frame? Is it available broken out by target audience?

Enrollment at Jefferson College has experienced a trend of decline in the past 10 years. The goal for this RFQ is to engage with an outside agency/firm to reverse that trend to provide growth relative to the trend of decline.

Branding: Does Jefferson College have a current Brand Standards Guide? Can a copy be provided? Is the Brand Standards Guide a part of the Strategic Plan?

The College manages a basic style guide that contains the red and blue colors, logos, and use of the mission statement. These assets are used in conjunction with our Strategic Plan when developing