



NOTICE TO ALL FIRMS

Date: December 8, 2023

To: All Prospective Bidders

From: Candida Poinsette, Purchasing Agent

Re: Addendum Number 1
RFP# C1593 Strategic Advertising

Note:

This addendum is to answer questions received for FIT Project C1593 Strategic Advertising. This information is made available to all prospective firms.

Q1. What is the primary driver for the agency RFP process?

A1. **Our contract with the incumbent agency expires in June 2024.**

Q2. What have been the top 3 pitfalls of FIT marketing activity in the past?

A2. **We will share that information with those firms selected for interview and presentation.**

Q3. Can you list your primary competitors and how you believe they are perceived (by the public) in relation to FIT?

A3. **We will share that information with those firms selected for interview and presentation.**

Q4. What are the internal perceived points of differentiation that FIT has in relation to competitors?

A4. **We will share that information with those firms selected for interview and presentation.**

Q5. Are there any macro factors (internal or external) that are impeding ability to grow in size and profitability?

A5. **We will share that information with those firms selected for interview and presentation.**

Q6. How would you rank the enrollment/#s of your various programs and activities, what programs are priority, etc.?

A6. **We will share that information with those firms selected for interview and presentation.**

- Q7. How would you rank your various audience segments as far as importance (I.e., p4 of proposal – adult learners, precollege, prospective undergraduate students, prospective graduate students, online degree seeking students)?
- A7. All audience segments listed are equally important.
- Q8. What is your appetite for influencer marketing?
- A8. The college has included paid social media influencers as part of its media buying and would be open to doing so if it met the goals of a campaign.
- Q9. How would you rank media channel priority?
- A9. This is something we would determine with the guidance of the selected agency.
- Q10. What has been your greatest challenges (internal or external) within the marketing department?
- A10. We will share that information with those firms selected for interview and presentation.
- Q11. What prompted this RFP process?
- A11. Our contract with the incumbent agency expires in June 2024.
- Q12. Which academic brands do you consider to be your top 5 competitors?
- A12. We will share that information with those firms selected for interview and presentation.
- Q13. Is there a prioritized list of high schools for FIT undergrad and pre-college program prospecting that can be shared (top 10)?
- A13. We will share that information with those firms selected for interview and presentation.
- Q14. Is there a prioritized list of non-alumni donor organizations for FIT that can be shared (top 10)?
- A14. No, we do not have such a list.
- Q15. Are there any specific high-profile corporate partners, non-profits, or government affiliations that we might want to consider for marketing?
- A15. We will share that information with those firms selected for interview and presentation.
- Q16. What audience segments (if any) has FIT historically sought out for advanced degrees?
- A16. We will share that information with those firms selected for interview and presentation.
- Q17. How much has the marketing department historically promoted the FIT museum and in which channels?
- A17. We will share that information with those firms selected for interview and presentation.

Q18. What ballpark percentage of the FIT student population is outside the tri-state area?

A18. A snapshot of enrollment data is available at <https://www.fitnyc.edu/about/required-information/right-to-know/enrollment-data.php>

Q19. Will we have access to historically successful tactics should we be awarded the business?

A19. Yes, we will share that information with the selected agency.

Q20. Will each KPI have its own specific budget, timing, creative, etc.? Awareness vs Enrollment vs Digital Enrollment, etc.?

A20. Yes, each KPI will have its own specific budget, timing, creative, etc.

Q21. Are there any must have elements for specific FIT initiatives, i.e. Broadcast Radio for Adult Learners, or do we have the freedom for a complete recommendation?

A21. The selected agency will be free to make a complete recommendation.

Q22. Can you clarify if the \$750k annual budget is for working media only (paid to media outlets), or is this a total budget for working media, agency management fees and production fees? Said another way, should we base agency fee and commission rates on a total in market spend of \$750,000 where agency fees and production is in addition to that?

A22. This is our approximate budget reserved for working media only (paid to media outlets). It does not include agency management or production fees.

Q23. IV Proposal requirements. Section N. requests: The Proposer should include a detailed proposal for line item fees for all services such as retainers, commissions, production, creative services, out-of-pocket, and any other regularized work, providing a detailed breakdown of the total cost of services ...” a. Can you advise if any pricing should be provided outside of Exhibit B, whereas we are only asked to provide: Monthly Agency Fee, Commission %, and Hourly Production Rate?

A23. Yes, please provide pricing for all services as enumerated in Section N.

Q24. Exhibit B - Regarding the monthly retainer fee: Should the monthly agency fee only account for agency services related to the planning/buying/reporting of the anticipated \$750,000 media budget? Or, should this fee be inclusive of all agency services, including but not limited to research, creative development, writing, email/direct mail management, project management, event support, etc.?

A24. It should be inclusive of all agency services relating to the \$750,000 media buy, not just those related to planning/buying/reporting of the media budget.

Q25. Can you provide information on specific needs? Number of campaigns, tactics, audiences, versions, etc.? If not, can you provide an example of FIT’s current media mix and historical campaign components/allocations?

A25. The baseline media buy of \$750,000 includes three distinct campaigns each for continuing education, Precollege, and The Museum at FIT, and annual campaigns for three other areas of curricular offerings. Tactics, audiences, versions, media mix, and historical campaign components/allocations are all determined based on recommendations from the selected agency.

Q26. The RFP mentions email and direct mail. Should our monthly management fee should also account for management of email campaigns and DM campaigns?

A26. Yes.

Q27. Is the noted research, creative development, writing, etc. expected as part of the monthly fee? Or will that be scoped separately via the production hourly rate?

A27. That is expected as part of the monthly fee.

Q28. Is FIT seeking an all new campaign creative strategy, concepts and campaign assets to support in market activities?

A28. All creative must all ladder up to the existing FIT master brand; we are open to any creative recommendations and strategies that the selected agency proposes.

Q29. To what effect does an existing campaign platform (message, look, feel) exist today? Will FIT be providing any existing assets for use in paid campaigns?

A29. The selected agency would be expected to develop new messaging and look and feel for our campaigns. FIT will provide access to our asset library of photographic images.

Q30. Does FIT currently have an asset library the selected agency will use? E.g., video, audio, static/digital ads, etc.?

A30. FIT's asset library primarily consists of photography, although we do have some video as well. We also have a photography coordinator who can capture additional images as needed.

Q31. Do you anticipate maintaining the "Unconventional Minds at Work" brand position? Any brand-level work expected as part of this contract?

A31. Yes, we anticipate maintaining the "Unconventional Minds" brand position. Brand-level work is not expected as part of this contract.

Q32. Will you be seeking work for organic social in addition to paid?

A32. Yes, we have a digital strategist who would work with the agency to holistically tie-in organic with paid media.

Q33. What are expectations relative to “Special Events”?

A33. The selected agency is expected to provide promotional support (media buys, creative, reporting) for occasional special events on an ad hoc basis. Associated agency fees would be covered by additional funds budgeted for promotion of the events.

Q34. Does FIT have any media mandates (must have tactics)? Or, are you completely open to the selected partner recommending a media mix/channels per audience?

A34. FIT does not have any must-have tactics. We are open to the selected agency’s recommendations.

Q35. Why are you seeking to hire an agency for this project now?

A35. Our contract with the incumbent agency expires in June 2024.

Q36. Is this RFP process a new requirement or an existing bid that is coming up for renewal? If this is an existing contract, who is the incumbent?

A36. Our contract with the incumbent agency expires in June 2024. We cannot disclose the incumbent’s name at this time.

Q37. Can you provide an overview of the team/roles/resources at the University that will be involved in the day-to-day work? Will the agency be working with a centralized marketing team/primary contact, or with multiple contacts across departments, or at each of the three schools/programs?

A37. The selected agency will be working with the office of Communications and External Relations, who will liaison with the schools and programs. The team is primarily composed of the AVP for Communications, who serves as the college's Creative Director, the manager of advertising and publications, members of the digital and/or social media team, and the photography coordinator as needed.

Q38. What core resources and marketing functions exist at FIT today that the selected partner can consider available to augment and support the scope of work and day-to-day?

A38. We expect the selected agency to produce new creative and any other assets needed to execute the selected campaign. FIT does have a large image library that can also be used, if applicable, to support and/or supplement the assets needed for any campaign. The selected agency will be able to utilize the services of CER’s in-house photography coordinator.

Q39. Can you share any specific challenges or obstacles your institution has faced in the past with branding and marketing?

A39. In the past we have had to work against public perceptions that FIT is only a fashion school and that we are a commuter school. This is less of an issue now due to specific marketing efforts designed to dispel these perceptions.

Q40. Are there specific regions you typically draw students from?

A40. While our primary market for undergraduate and adult students is the New York City metro and tri-state region, including Long Island and Westchester, we recruit nationally and internationally. Undergraduate students come heavily from throughout New York State to take advantage of in-state tuition. New Jersey is the largest out-of-state market for students. Though the region indicates a demographic decline in college-bound students in the northeast, we do recruit in major cities in this region. For undergraduate and graduate students, we target our recruitment in those states primed for growth including Florida, California, Texas, and parts of the Midwest. Graduate students from the US largely come from the greater New York City region; international students comprise a large section of our student body. A snapshot of enrollment data is available at <https://www.fitnyc.edu/about/required-information/right-to-know/enrollment-data.php>

Q41. Will any first-party student data be provided?

A41. We will share that with the selected agency.

Q42. Any immediate gaps in knowledge/demographics that should be answered through new primary research as part of our proposal?

A42. No.

Q43. Any multicultural audiences/goals we should be considering?

A43. FIT attracts a diverse student body from around the world. We welcome advertising recommendations from our agency regarding new strategies/opportunities for recruitment.

Q44. Can you identify your top competitors, and any area colleges you see posing as a conflict of interest?

A44. We will share that information with those firms selected for interview and presentation.

Q45. Can you provide previous performance information and any specific goals and metrics for performance improvements? If not, can you provide a sense of the following based on historic programs or anticipated objectives for 2024? Number of anticipated campaigns annually?

A45. We will share that with the selected agency.

Q46. Can you specify the measures of success for leads (e.g., driving RFI's, applications, nurture through the path-to enrollment, etc.)?

A46. Measures of success are different for different kinds of programs being promoted.

Q47. How is attribution currently represented?

A47. We don't understand this question.

Q48. What are your current top feeder markets?

A48. While our primary market for undergraduate and adult students is the New York City metro and tri-state region, including Long Island and Westchester, we recruit nationally and internationally. Undergraduate students come heavily from throughout New York State to take advantage of in-state tuition. New Jersey is the largest out-of-state market for students. Though the region indicates a demographic decline in college-bound students in the northeast, we do recruit in major cities in this region. For undergraduate and graduate students,

we target our recruitment in those states primed for growth including Florida, California, Texas, and parts of the Midwest. Graduate students from the US largely come from the greater New York City region; international students comprise a large section of our student body. A snapshot of enrollment data is available at <https://www.fitnyc.edu/about/required-information/right-to-know/enrollment-data.php>

Q49. What are the primary conversions points to measure?

A49. This is different for each type of campaign. For degree programs, for example, it is qualified applicants, while for adult learner classes it is registration.

Q50. You mention enrollments for certain programs, RFIs for others, and “recruitment activity” participation – how do you prioritize and are there any specifics you can provide?

A50. Each campaign has different goals, depending on the nature of what is being promoted –degree programs, adult learner and Precollege classes, special events, museum exhibitions, etc.

Q51. What are your key audience segments?

A51. The college has a number of audiences and the focus changes based on institutional priorities. For example, we may need to increase enrollment in a new continuing education certificate program; we may need to increase inquiries for a graduate program if inquiries or applications are down; we may want to do a campaign to launch a new brand position to the general public. The timing of these campaigns would relate generally to the semester schedule and when registration is open, when college fairs take place, etc. Finally there are two major museum exhibitions a year, one in the spring and one in the fall, and we may need to boost awareness to drive both attendance and web traffic.

Q52. How do you prioritize them among adult learners, precollege, prospective undergraduate students and their influencers, prospective graduate students, online degree-seeking students, etc.?

A52. All audiences are equally important and are targeted with different campaigns.

Q53. Should we focus our proposal on one specific group over another?

A53. No. The college has a number of audiences and the focus changes based on institutional priorities. For example, we may need to increase enrollment in a new continuing education certificate program; we may need to increase inquiries for a graduate program if inquiries or applications are down; we may want to do a campaign to launch our new brand position to the general public. The timing of these campaigns would relate generally to the semester schedule and when registration is open, when college fairs take place, etc. Finally there are two major museum exhibitions a year, one in the spring and one in the fall, and we may need to boost awareness to drive both attendance and web traffic.

Q54. How do you segment/prioritize target markets? State, regionally, nationally, internationally?

A54. While our primary market for undergraduate and adult students is the New York City metro and tri-state region, including Long Island and Westchester, we recruit nationally and internationally. Undergraduate students come heavily from throughout New York State to take advantage of in-state tuition. New Jersey is the largest out-of-state market for students. Though the region indicates a demographic decline in college-bound students in the northeast, we do recruit in major cities in this region. For undergraduate and graduate students, we target our recruitment in those states primed for growth including Florida, California, Texas, and parts of

the Midwest. Graduate students from the US largely come from the greater New York City region; international students comprise a large section of our student body. A snapshot of enrollment data is available at <https://www.fitnyc.edu/about/required-information/right-to-know/enrollment-data.php>

Q55. Can you share an approximate allocation of dollars/tactics/priority across these markets?

A55. We will share that information with those firms selected for interview and presentation.

Q56. What specific goals, objectives and KPI's have you established for 2023/2024 relative to RFI's, enrollments, etc.?

A56. These vary from campaign to campaign.

Q57. What format and how often is reporting being provided for these efforts?

A57. We need weekly reporting for ongoing campaigns, and a wrap-up report with recommendations at the end of each campaign. The format is flexible.

Q58. What spurred the need for this RFP process? Why is now the time?

A58. Our contract with the incumbent agency expires in June 2024.

Q59. Is FIT currently partnering with other external agencies? If so, who?

A59. Yes, we are, but we cannot disclose the incumbent's name at this time.

Q60. Is there an incumbent agency (or agency partners) participating in this RFP process? If so, who?

A60. Since this RFP is open to the public, any interested firm can participate, including the incumbent.

Q61. Who did FIT partner with previously for similar paid media and/or creative production support needs? Are they participating in this RFP process?

A61. We cannot disclose the incumbent's name at this time. Since this RFP is open to the public, any interested firm can participate, including the incumbent.

Q62. Who did FIT partner with to develop the "Unconventional Minds at Work" brand position? Are they participating in this RFP process?

A62. FIT developed that brand position with a branding agency. We cannot disclose that agency's name at this time, but since this RFP is open to the public, any interested firm can participate.

Q63. How much creative latitude/freedom (if at all) will the selected agency have to refine your current creative design and/or copy tone for these new campaigns?

A63. All creative must all ladder up to the existing FIT master brand; we are open to any creative recommendations and strategies that the selected agency proposes.

- Q64. Just to confirm, should we structure our pricing proposal based on a potential 3-year partnership, or would you prefer just to see how the “first year” of working together may look like from June 2024 through June 2025?
- A64. The pricing should be based on a potential 3-year partnership.
- Q65. We understand it is required to complete the “Exhibit B” Proposal Analysis Sheet as part of this overall RFP process, but we do not structure our paid media/creative engagements as a combined monthly agency fee like its currently requested in this document. Can we also submit additional pricing information to give you a clear breakdown of our proposed agency fees, media rates, production hard costs, travel/incidentals, etc. in more detail?
- A65. Respondents need to submit their fee. It can be based on a flat agency retainer rate and/or a commissions rate; this must be clarified on the “Proposal Analysis Sheet,” and respondents must also indicate what services are covered by their fee.
- Q66. Just to confirm, are we expected to review and provide any suggested redlines/feedback to the “Exhibit C” Contract document as part of this overall RFP process—or will this be required only for the awarded agency at a later stage?
- A66. Reviewing “Exhibit C” is not part of this stage of the RFP process; FIT will only consider proposed changes from the awarded agency.
- Q67. We understand FIT’s media buying budget is \$750,000, but what is your anticipated “all-in” budget for this scope of work as it relates to agency services for creative development, production hard costs, travel/incidentals, etc.? If a budget hasn’t been determined, can you provide a do-not exceed range or threshold to be mindful of for this specific creative development portion of the RFP?
- A67. We cannot share that information at this time.
- Q68. Historically speaking, what has FIT’s gross media budgets consisted of in recent years?
- A68. In recent years, our media budget has ranged from \$500,000 to \$750,000.
- Q69. What is the anticipated timeline to complete this paid media/creative development work and be in market with new communications? Please outline any key due dates and deadlines to be mindful of assuming a June 2024 start date?
- A69. The specific timeline will be determined closer to the date the contract is awarded, though we would expect a target to be 2-3 months after the assignment is made.
- Q70. Who are the key decision makers at FIT leading this RFP process? Who are the key stakeholders on your RFP selection committee?
- A70. Members of the Office of Communications and External Relations are the key decision makers leading this RFP process; input will be provided by stakeholders in the Center for Continuing and Professional Studies, Admissions, and the Museum at FIT. We cannot share specific staff names at this time.

- Q71. Who would be the day-to-day team at FIT leading this engagement with the selected agency partner?
- A71. The selected agency will be working with the office of Communications and External Relations, who will liaison with the schools and programs. The team is primarily composed of the AVP for Communications, who serves at the college's Creative Director, the manager of advertising and publications, members of the digital and/or social media team, and the photography coordinator as needed.
- Q72. Just to confirm, is the anticipated \$750,000 media buying budget inclusive of all campaigns for other entities such as The Museum and one-time events—or is it just for FIT's general awareness campaign?
- A72. Yes, this budget is inclusive of all campaign media buys.
- Q73. What are the KPIs that you use to measure the success of your previous campaigns—and these new upcoming campaigns?
- A73. We have used the number of impressions, click-through rates, engagement rates, leads, and conversions.
- Q74. What is the composition of FIT's internal marketing capabilities/personnel for paid media and creative development support? What is the anticipated division of labor between FIT and the selected agency partner(s)? How do you like to work?
- A74. We expect the selected agency to produce new creative and any other assets needed to execute the selected campaign. FIT does have a large image library that can also be used if applicable to support and/or supplement the assets needed for any campaign. The selected agency will be able to utilize the services of CER's in-house photography coordinator.
- Q75. What are FIT's current digital marketing efforts (e.g., channels) including any pertinent marketing spend data (e.g. annual budget, cost per acquisition, etc.)?
- A75. We will share that information with the selected agency.
- Q76. What has been working in the past when it comes to media placement and ROI?
- A76. We will share that information with the selected agency.
- Q77. What is the seasonality of your expected campaign? Full year? Or are there specific time periods to be mindful of?
- A77. Continuing education recruitment: We currently run one campaign each semester (fall, spring, summer)
Precollege recruitment: We currently run one campaign each semester (fall, spring, summer)
Undergraduate and graduate recruitment: Occurs primarily in the fall (there are some modest, paid promotional activities)
The Museum at FIT: Three campaigns, typically one in late summer/fall, one in January through the spring, and one in the summer.
- Q78. Who does FIT consider its top competitor and peer institutions? Who does FIT primarily cross-app with?

A78. We will share that information with the selected agency.

Q79. What specific regions/geographies do you primarily recruit students from (e.g., regionally, nationally, globally, etc.)?

A79. While our primary market for undergraduate and adult students is the New York City metro and tri-state region, including Long Island and Westchester, we recruit nationally and internationally. Undergraduate students come heavily from throughout New York State to take advantage of in-state tuition. New Jersey is the largest out-of-state market for students. Though the region indicates a demographic decline in college-bound students in the northeast, we do recruit in major cities in this region. For undergraduate and graduate students, we target our recruitment in those states primed for growth including Florida, California, Texas, and parts of the Midwest. Graduate students from the US largely come from the greater New York City region; international students comprise a large section of our student body. A snapshot of enrollment data is available at <https://www.fitnyc.edu/about/required-information/right-to-know/enrollment-data.php>

Q80. What is the breakdown of students from in-state, domestically, and/or globally?

A80. A snapshot of enrollment data is available at <https://www.fitnyc.edu/about/required-information/right-to-know/enrollment-data.php>

Q81. What is your preference for in-person vs. remote collaboration for this scope of work? For example, are you open to recommendations for potential hybrid meetings for stakeholder engagement, collaborative work sessions, presentation of deliverables, etc. throughout this scope of work?

A81. We have no preference. We are comfortable working in-person, remotely, and hybrid.

Q82. Is there a preference for a New York-based agency? Are you open to partnering with firms based outside of New York?

A82. Since this RFP is open to the public, any interested firm can participate. However, the selected agency must be able to travel to New York City when necessary, and any travel expenses must be factored into the monthly retainer fee.

Q83. Are there any media campaigns within higher education and/or general consumer marketing that you admire? If so, which ones and why?

A83. We will share that information with the selected agency.

Q84. What existing research does FIT currently have for your prospective key audiences for these campaigns?

A84. We will share that information with the selected agency.

Q85. What is prompting this RFP?

- A85. Our contract with the incumbent agency expires in June 2024.
- Q86. Who is your current agency?
- A86. We cannot disclose the incumbent's name at this time.
- Q87. Is your current agency participating in this RFP?
- A87. Since this RFP is open to the public, any interested firm can participate, including the incumbent.
- Q88. For Question N-4 (page 7), are you referring only to graphic design or are you also asking about audio and video services, which would be a different rate?
- A88. Vendors should include any rates that would be applicable to FIT's account.
- Q89. Are there areas of creative or production that FIT prefers to handle in-house?
- A89. The selected agency should be prepared to handle all creative and production of advertising materials. On rare occasions, FIT may choose to handle creative or production in house, but this would be decided on a case-by-case basis.
- Q90. For section V, Number 2, can you elaborate on Trade opportunities as they relate to FIT's programs?
- A90. This refers to any paid media opportunities that may come at trade shows or in trade publications.
- Q91. Section V, Number 6 asks for a recommendation for institutional inquiry tracking and fulfillment procedures as part of the scope of work – Can you expand on this?
- A91. This refers to a system for when an inquiry or comment comes in through social media or an online form from an ad, and how this information is shared and managed from the agency to the client.
- Q92. Does FIT currently employ a CRM system or have a set enrollment funnel process currently? If so, any details you can provide would be very helpful.
- A92. For Precollege and Continuing Ed, DestinyOne is used for registration and student records, but not utilized to follow a registrant's journey. Lists are used to send out eblasts and remarket on social media on a very basic level. We are currently working on tracking registrations in Google Analytics 4.
- Q93. Do you have a current tagline (e.g. Unconventional Minds)? If so, are you looking to stick with that tagline or open to something new?
- A93. Yes, our current tagline is "Nurturing Unconventional Minds" and we sometimes use variants (like "Unconventional Minds at Work").
- Q94. The contract is for one (1) year with three (3) successive one (1) year renewal options. How many campaigns are expected per year? Is it at the recommendation of the proposer?

- A94. Continuing education recruitment: We currently run one campaign each semester (fall, spring, summer)
Precollege recruitment: We currently run one campaign each semester (fall, spring, summer)
Undergraduate and graduate recruitment: Occurs primarily in the fall (there are some modest, paid promotional activities)
The Museum at FIT: Three campaigns, typically one in late summer/fall, one in January through the spring, and one in the summer.
- Q95. What is the annual budget for this project?
- A95. The \$750,000 budget is our approximate budget reserved for media buy. We cannot provide a budget for other agency services at this time.
- Q96. Should the pricing submission be for one year only, with the expectation that pricing is the same for each year following?
- A96. Yes, the pricing submission should be the same for each year. FIT will agree to pricing increases from time to time, but in no event more often than once per year and not during the first 2 years of the Agreement. Any such adjustment must be supported by satisfactory justification that fees, commissions and/or production costs increases necessitate a pricing increase. Any request for an increase must be approved by FIT's Communications and External Relations division and its Purchasing department.
- Q97. Is the annual advertising media buying budget (\$750,000) inclusive or exclusive of our agency fee?
- A97. The \$750,000 budget is our approximate budget reserved for media buy. The agency fee would be in addition to that.
- Q98. What's the reason for seeking a new agency?
- A98. Our contract with the incumbent agency expires in June 2024.
- Q99. While the RFP states different media campaigns for different audiences, will you want separate campaign creative geared towards locals around your Korea and Italy locations or online curriculums?
- A99. We currently have a separate campaign for our online degree offerings. We do not currently do promotion specifically targeted to our Korea and Italy locations.
- Q100. How many exhibitions and programs are held at the museum and by FIT each year?
- A100. The museum has three main exhibitions annually that are included in our paid promotions. Other smaller exhibitions sometimes receive funding for paid promotion, but these are not part of our regular advertising budget.
- Q101. In Section V: Scope of Services, Paragraph M it states there is a media buying budget of \$750,000 for "media purchases for placement in social media platforms, retargeting, digital platforms, keyword campaigns, traditional print and direct mail, online, radio, and out of home". In Section VII: Evaluation Criteria, paragraph A.2. there is a much more comprehensive list of marketing channels you want

proposed. Do you want to know how we would allocate the \$750,000 for only the channels proposed in Section V or would you like to see it spread across the larger listing in Section VII?

A101. We are not sure what listing you are referring to in Section VII paragraph A.2.

Q102. There is no mention of streaming radio, OTT or cable television in the RFP, are these media channels you would want to use or are they specifically left out because you don't want to spend media dollars on those channels?

A102. We are open to evaluating any channels recommended by the selected agency.

Q103. While creating advertisements is clearly part of the RFP requirement, is there anything in the current FIT library of creative products that will still continue to be used or will you want a fresh library of creative for all of the media channels?

A103. We would expect the selected agency to develop a new set of creative products.

Q104. In Service Area 1 there is discussion of the traditional student demographic but also mention of students that may be interested in certificate producing programs and online programs. Does SUNY-FIT have specific demographics they want to target for those programs?

A104. Yes, we have specific demographics to target, but we are also open to recommendations from the selected agency.

Q105. To amplify messaging to donors, influencers, and stakeholders, would SUNY-FIT consider Satellite Media Tours and Radio Media Tours as part of this effort?

A105. We will consider all suggestions from the selected agency for platforms and channels to leverage, but we are not interested in appearing in "pay-to-play" contexts.

Q106. Who is your incumbent agency(ies), and will they be participating in the RFP response?

A106. We cannot disclose the incumbent's name at this time. Since this RFP is open to the public, any interested firm can participate, including the incumbent.

Q107. What solutions does your current agency(ies) provide that you like? What don't you like? Who will be the primary decision-makers?

A107. Responses to the first two questions will be shared with the selected agency. The primary decision-makers are the AVP for Communications, the advertising and publications manager, and the relevant internal client (admissions director, deans, etc.)

Q108. What are you looking for in marketing partner? What do you see as being key to a successful partnership?

A108. We are looking for an agency with a positive track record in all aspects of media strategy, planning, buying, and analysis, including measurable success in social media and a wide range of digital platforms, particularly in support of higher education, creative, cultural and/or non-profit

organizations. We need a partner that demonstrates innovative and creative approaches to visuals, copy, and design, especially in support of higher education, creative, cultural and/or non-profit organizations.

Q109. Can you share what media channels that you feel have worked well for you in the past?

A109. This information will be shared with the selected agency.

Q110. What channels do you feel have not worked well for you?

A110. This information will be shared with the selected agency.

Q111. Are there any media tactics that you would not include as part of future media plans?

A111. We are open to considering all media tactics proposed by the selected agency.

Q112. What CRM(s) are you leveraging?

A112. OmniUpdate's DestinyOne for registration.

Q113. Do you currently have a creative and messaging platform that the selected agency will be leveraging to develop creative? Or does one need to be created?

A113. We don't understand this question.

Q114. In addition to creative development, will the selected agency be responsible for developing landing pages to support media efforts or will FIT manage this aspect of the campaign?

A114. We would expect the selected agency to consult with us about the best way to organize and present our landing pages, but the pages would be managed by our internal digital team.

Q115. Do you have personas and journey maps developed to support each of the audiences listed in your RFP?

A115. No.

Q116. Of the audiences listed in the RFP, can you please rank them in order of priority and provide the context regarding how those priorities are set.

A116. The college has a number of audiences and the focus changes based on institutional priorities. For example, we may need to increase enrollment in a new continuing education certificate program; we may need to increase inquiries for a graduate program if inquiries or applications are down; we may want to do a campaign to launch our new brand position to the general public. The timing of these campaigns would relate generally to the semester schedule and when registration is open, when college fairs take place, etc. Finally there are two major museum exhibitions a year, one in the spring and one in the fall, and we may need to boost awareness to drive attendance and web traffic.

Q117. Do you have specific recruitment goals for each of your specified audiences?

A117. This information will be shared with the selected agency.

Q118. How are you currently measuring ROI of advertising efforts?

A118. This information will be shared with the selected agency.

Q119. Aside from achieving campaign performance key metrics, what key metrics determine whether your vendor partner is successful?

A119. This information will be shared with the selected agency.

Q120. 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?

A120. We have completed several brand studies and research analyses in recent years; they will be shared with the selected agency.

Q121. Since you are asking for a creative marketing proposal response, is the University allowing for full creative freedom in the response or is there a standard you are expecting?

A121. All creative must all ladder up to the FIT master brand.

Q122. Is there a page count limit?

A122. No, there is no page count limit.

Q123. On page 6 letter I. number 2. The RFP requests" A list of advertising campaigns, communications programs, and/or media placements, highlighting social media, digital, and non-traditional platforms, performed for any clients, but specifically including examples of work done for higher education, creative or cultural institutions, and/or non-profit organizations." Does FIT want a complete list of all the agencies advertising campaigns, etc. Can the question be clarified on what a list means? What is the intent behind the request?

A123. The list does not have to be a complete list. We are seeking examples of other campaigns, etc., that we can use to evaluate the agency's past work, and specifically to see the agency's work for clients that are similar to the college (educational, creative, cultural, nonprofit).

Q124. Does it have to be in portrait format, or can it be in landscape?

A124. It can be in portrait or landscape format.

Q125. Is there a maximum file size?

A125. Please keep files to under 10MB.

Q126. On Page 5 Letter E. The RFP states “Proposer shall have been in business no less than five (5) years.” How do you want the proposer to show they have been in business for five years?

A126. **Company to provide proof of business with business licensure, taxes or certified affidavit.**

Q127. On Page 7 Letter M. the RFP states “Proposer shall include a fee proposal for the work outlined in this RFP based on FIT’s current overall annual advertising media buying budget, which is \$750,000. This amount covers media purchases for placement in social media platforms, retargeting, digital platforms, keyword campaigns, traditional print and direct mail, online, radio, and out-of-home.” Is the \$750,000 just for media advertising or is it inclusive of all costs (Agency fees, creative, program management, OOH)?

A127. **The \$750,000 budget is our approximate budget reserved for media buy only.**

Q128. On Page 16 Exhibit B is to be filled out, and states at the bottom “This proposal analysis sheet is the only pricing format acceptable. Agency must submit pricing using this form. FIT will not accept proposal responses in any other form.”; however, on page 7 (N.) there are several questions which FIT is asking. Can FIT clarify if the agency is supposed to answer the questions on Page 7 that are pricing as well? If pricing on Page 7 is to be answered can FIT amend the proposal to clarify.

A128. **Please provide a detailed explanation of these charges on an individual sheet for Page 7 (N) in addition to details required on the proposal analysis sheet.**

Q129. On Page 11 it states “Hard copies of proposals shall be submitted in ink only; proposals submitted in pencil shall be subject to rejection.” Can FIT clarify what ink is acceptable?

A129. **An office printer’s ink is acceptable.**

Q130. On Page 7 Letter N. Number 3. the RFP states ““A breakdown of the staff, job title, and brief bio of those that will be assigned to these projects and their billable rate, and the amount of time assigned.” Can FIT clarify their definition of the assigned amount of time?

A130. **We seek to understand what kind of fees would be charged by the agency and how they would be allocated, and especially fees in addition to the monthly retainer. We would need to know, for example, how much extra budget would be required if we were to add major new campaigns to the current baseline campaigns.**

Q131. On Page 7 Letter N. Number 5 the RFP states “A statement for reimbursement of expenses and disbursements including regular mark-up practices?” Can FIT clarify if this is a physical statement document or a worded statement, and does this include anything above and beyond media buys? Are you looking for an exhibit or explanation? For example: If there was a need to buy business cards indicating what the markup would be? Is FIT referring to outside time other than media buys?

A131. **We seek to understand what kind of fees would be charged by the agency and how they would be allocated, and especially fees in addition to the monthly retainer.**

Q132. On Page 7 Letter N. Number 1 the RFP states “Agency fees, including monthly retainer and services that are provided by that fee, and an estimate of any costs that would fall outside those covered by the retainer, including work overages caused by unanticipated new campaigns.” Is FIT asking for all comprehensive services or just digital outside of the \$750,000?

A132. **All services outside of the \$750,000 media buy budget.**

- Q133. Is FIT looking for a proposed strategic project plan cost, and/or a tiered price plan?
- A133. We are looking for a strategic project plan cost, but we need to understand the elements involved so that we can understand what additional costs we would incur in the case of unplanned new campaigns, etc.
- Q134. What is the expected launch date for the marketing campaign? What are the first semesters and key enrollment dates we will be supporting?
- A134. The specific timeline will be determined closer to the date the contract is awarded, though we would expect a target to be 2-3 months after the assignment is made. The upcoming academic calendar is:
Summer session: May 27-July 28, 2024
Fall: August 26-December 2024
Winter: January 2-17, 2025
Spring: January 27-May 21, 2025
- Q135. Given limited budgets and diverse target groups, could you prioritize the target audiences as outlined in section V.A.1? Prioritizing will help us craft the most effective media strategies against the most important areas of focus.
- A135. This information will be shared with the selected agency.
- Q136. What are the key KPIs for the campaigns? For instance, beyond measurable click through data, will there be mechanisms available via the FIT website to track requests for information and/or applications?
- A136. In addition to click-through data, we would like to track conversions such as registrations, lead-generation, RSVPs, sign-ups for newsletters, and web traffic from a given campaign or ad.
- Q137. Will the budget be divided by target group and flighted by semester? Or is the intention to have a more sustained and consistent presence throughout the year?
- A137. The budget is divided by target group and flighted by semester.
- Q138. What percentage of students are commuter's vs those who live on campus?
- A138. A snapshot of enrollment data is available at <https://www.fitnyc.edu/about/required-information/right-to-know/enrollment-data.php>
- Q139. What have been some of the most significant challenges or pain points in FIT's previous advertising efforts?
- A139. This information will be shared with the selected agency.
- Q140. Is FIT currently working with a vendor on Strategic Advertising? If yes, has that vendor been asked to bid on this RFP?
- A140. Yes, we are currently working with a vendor. Since this RFP is open to the public, any interested firm can participate, including the incumbent.

Q141. The RFP mentions a goal of increasing enrollment numbers across CCPS, Precollege, online degrees, and advanced career development. It also mentions a lift in quality inquiries for grad applicants. Are there any specific goals (i.e., percentage lift in enrollment or inquiries) that you would consider successful?

A141. This information will be shared with the selected agency.

Q142. Are there specific geographic markets or regions where FIT is looking to increase its presence or visibility through strategic advertising?

A142. This information will be shared with the selected agency.

Q143. What specific metrics or KPIs does FIT prioritize for evaluating the success of their advertising campaigns?

A143. This information will be shared with the selected agency.

Q144. Are there historical efficiency benchmarks that FIT uses to evaluate campaigns (i.e., cost per lead)?

A144. This information will be shared with the selected agency.

Q145. In addition to Slate, are there any other CRM systems that FIT uses to track and nurture leads?

A145. We are currently using Hobsons Connect and will be transitioning to Slate in the next year.

Q146. In terms of financial agreements, we are typically compensated for our work in one of three ways: 1) fixed monthly fee 2) commission on paid media 3) combination of a fixed monthly fee and a reduced commission. Would you consider any of these arrangements, or is there a specific way that you'd prefer to structure the financial arrangement with the selected agency?

A146. We prefer that the agency include the commission on paid media as part of the media plan for each specific campaign, not as part of the fixed monthly fee.

Q147. Can you share more about the internal stakeholders that would be involved in this work--particularly as it relates to issuing approvals?

A147. The selected agency will be working with the office of Communications and External Relations, who will liaison with the schools and programs for approvals. The team is primarily composed of the AVP for Communications, who serves at the college's Creative Director, the manager of advertising and publications, members of the digital and/or social media team, and the photography coordinator as needed.

Q148. The RFP mentions the Division of Communications and External Relations in addition to institutional partners. Will institutional partners issue approvals or will the Division of Communications and External Relations issue approvals?

A148. The selected agency will be working with one point of contact in the office of Communications and External Relations, who will liaison with the schools and programs for approvals.

- Q148. We're an independent agency, so we don't have audited financials. We typically do not submit any agency financial information unless we move into a second round of an RFP process. Is that acceptable to you in this case?
- A149. We request this information to ensure a firm is capable of handling the work without being solely dependent upon immediate payment for services in order to fulfill the requirements of the contract.
- Q149. When was the brand position — Unconventional Minds at Work developed and implemented?
- A150. "Unconventional Minds" was developed and implemented in 2018.
- Q150. What do you like and dislike about the current brand?
- A151. We will share that information with those firms selected for interview and presentation.
- Q151. Are you open to a new/evolved logo?
- A152. No.
- Q152. Who are your current key stakeholders?
- A153. Members of the Office of Communications and External Relations are the key stakeholders, along with members of the Center for Continuing and Professional Studies, Admissions, and the Museum at FIT.
- Q153. Do you work with a current agency and or agency of record beyond contractors? Will they be included in this search?
- A154. Yes, we do. Since this RFP is open to the public, any interested firm can participate, including the incumbent.
- Q154. Do you have a budget range in mind for N. fees?
- A155. We do not know what "N. fees" means.
- Q155. How many people work on your internal marketing team?
- A156. The team is primarily composed of the AVP for Communications, who serves at the college's Creative Director, the manager of advertising and publications, members of the digital and/or social media team, and the photography coordinator as needed.
- Q156. Who are your key competitors?
- A157. A list of competitor institutions will be shared with the selected agency.
- Q157. Which platform is your website built on?
- A158. ModernCampus

Q158. Which CRM system do you use for admissions and enrollment management?

A159. We are currently using Hobsons Connect and will be transitioning to Slate in the next year.

Q159. What is FIT best known for?

A160. Historically, FIT is best known for fashion and design. FIT has, though, made significant strides in conveying the breadth of design programs and the sophistication of our business offerings, and we continue to build on this effort as part of our marketing strategy.

Q160. Do you have persona research available?

A161. Yes, from our website redesign; this will be shared with the selected agency.

Q161. Do you have recent primary or secondary research available?

A162. Yes; this will be shared with the selected agency.

Q162. Who is your primary target or are all targets listed equally important?

A163. All targets listed are equally important.

Q163. What's the demographic profile of your current students?

A164. A snapshot of enrollment data is available at <https://www.fitnyc.edu/about/required-information/right-to-know/enrollment-data.php>

Q164. What type of students are you looking to attract?

A165. We are looking for high school students interested in precollege programs in the arts and creative industries, traditional undergraduate students, adult learners, nontraditional (part-time and online) degree students, and students interested in graduate degrees.

Q165. What geographic area(s) are you looking to advertise in? Both domestic and international?

A166. While our primary market for undergraduate and adult students is the New York City metro and tri-state region, including Long Island and Westchester, we recruit nationally and internationally. Undergraduate students come heavily from throughout New York State to take advantage of in-state tuition. New Jersey is the largest out-of-state market for students. Though the region indicates a demographic decline in college-bound students in the northeast, we do recruit in major cities in this region. For undergraduate and graduate students, we target our recruitment in those states primed for growth including Florida, California, Texas, and parts of the Midwest. Graduate students from the US largely come from the greater New York City region; international students comprise a large section of our student body. A snapshot of enrollment data is available at <https://www.fitnyc.edu/about/required-information/right-to-know/enrollment-data.php>

Q166. What percentages of classes are offered online vs. on campus?

A167. Approximately 10% of classes are offered online.

Q167. Do you have alumni testimonials?

A168. Yes

Q168. What's the biggest program(s) revenue driver for the school?

A169. We will share that information with the selected agency.

Q169. What are your benchmark enrollment goals for:

- a) Online Degree Programs?
- b) Advanced Degree Development Courses?
- c) Undergrad Programs?
- d) Center for Continuing and Professional Stud

A170. We will share that information with those firms selected for interview and presentation.

Q171. What is the expected media budget for 2024?

A171. The annual budget reserved for media buy is approximately \$750,000

Q172. What is the expected creative / production budget for 2024?

A172. We cannot share that information at this time.

Q173. Do graduates / alumni (and in particular those that have gone on to find success) ever play a role in creative?

A173. We currently have an active roster of FIT photography and illustration alumni who we work with and would recommend.

Q174. What has been the most effective campaign you've run to date?

A174. We will share that information with those firms selected for interview and presentation.

Q175. What does the internal marketing department at FIT look like, how many people?

A175. The team is primarily composed of the AVP for Communications, who serves at the college's Creative Director, the manager of advertising and publications, members of the digital and/or social media team, and the photography coordinator as needed. We cannot share specific staff names at this time.

Q176. Where do students go when they don't select FIT?

A176. We will share that information with those firms selected for interview and presentation.

Q177. Is the marketing / business challenge about awareness or converting?

A177. **Converting.**

Q178. Who do you consider the best-in-class institution?

A178. **We will share that information with those firms selected for interview and presentation.**

Q179. Who is in your competitive set?

A179. **We will share that information with those firms selected for interview and presentation.**

Q180. How is their marketing team currently structured?

A180. **The team is primarily composed of the AVP for Communications, who serves at the college's Creative Director, the manager of advertising and publications, members of the digital and/or social media team, and the photography coordinator as needed.**

Q181. Will the agency be reporting to the same client team for media & creative?

A181. **Yes.**

Q182. What recent media effort do you feel was successful at enhancing brand awareness and favorability?

A182. **We will share that information with those firms selected for interview and presentation.**

Q183. What was the most effective media campaign to date for leads?

A183. **We will share that information with those firms selected for interview and presentation.**

Q184. What current tactics are providing the most leads?

A184. **We will share that information with those firms selected for interview and presentation**

Q185. What processes are in place for vetting leads vs high quality leads?

A185. **We will share that information with those firms selected for interview and presentation**

Q186. How is conversion tracking (successful enrollments) being passed back to the media efforts?

A186. **We will share that information with those firms selected for interview and presentation**

Q187. What is the typical path to conversion for prospective students?

A187. **We will share that information with those firms selected for interview and presentation.**

Q188. What is the biggest hurdle FIT faces in tracking these conversions?

- A188. We will share that information with those firms selected for interview and presentation
- Q189. What types of data, media, analytics platforms are being used by the team?
- A189. We will share that information with those firms selected for interview and presentation
- Q190. For each of the enrollment driven campaigns below, will you be able to share the following: seasonality, lifetime customer value, target demographics, competitors, degree programs, media budgets, past media/creative performance:
- a) Adult learners, including those seeking higher-level career development, such as those at the executive level
 - b) Precollege: high school and middle school students
 - c) Prospective undergraduate students and their influencers
 - d) Prospective graduate students
 - e) Online degree-seeking students
- A190. We will share that information with those firms selected for interview and presentation.
- Q191. Is there a budget or budget range you would like creative production and fees to stay within?
- A191. A budget has not been defined at this time.
- Q192. Does FIT have rolling enrollment, or are there specific times of the year that you allow for enrollment?
- A192. Specific times; visit [Admissions Deadlines](#)
- Q193. What percentage of your students are outside of the US?
- A193. A snapshot of enrollment data is available [Enrollment Data and Fact Sheet](#)
- Q194. What are the top 3 countries?
- A194. Refer to Answer 193
- Q195. Is your main success KPI enrollment?
- A195. Information to be shared with firms selected for interview

Proposals are due on or before **January 12, 2024 at 1pm**

THIS ADDENDUM IS PART OF THE QUOTE SUBMISSION AND SHALL BE **INCLUDED** WITH YOUR REQUEST FOR PROPOSAL SUBMITTAL. YOUR SIGNATURE BELOW WARRANTS THAT YOU UNDERSTAND THIS ADDENDUM AND THAT YOU HAVE MADE THE APPROPRIATE ADJUSTMENTS IN YOUR PROPOSAL AND CALCULATIONS, SHOULD THERE BE ANY.

Signature

Print Name and Title of Authorized Representative

Print Name of Company/Partnership/Individual

Date