

RFP # BV2425-002 Marketing Services Addendum #1 – Q&A

- 1. Regarding the cost section, will there be a cost worksheet provided and is there a projected annual budget?**

A cost worksheet will not be provided, and an annual budget will be determined once the successful bidder is selected.

- 2. Section 3.1.6.1 – What are BridgeValley’s active social media platforms?**

The college is active on Facebook, Instagram, LinkedIn, and X.

- 3. Section 3.1.6.2 – Is BridgeValley looking for 24/7 social media monitoring? Is there a Standard Operating Procedure for social comments/inquiries?**

No. The college has several social media admins who monitor and respond to comments/inquiries.

- 4. Section 3.1.8.6 – Where is your site currently hosted?**

The website is hosted with Go Daddy

- 5. Section 5.3 – Is there a cost sheet that we should be using?**

- a. So that everyone’s bids are similar, are you looking for a monthly retainer amount, or hourly rates?**

We are looking for a monthly retainer.

- b. Is a media mark-up to be included or excluded from the rate?**

Markups should be identified on any statements of work separately from the rate.

- c. Are there pass-thru expenses in addition to media such as printing, promotional items, etc.**

No.

- 6. Is it necessary for the partner to provide all services as requested? For instance, are firms required to provide hosting or public relations support?**

Yes.

7. What is necessitating this RFP?

The RFP is necessary because our current contract is expiring, and per West Virginia Code §5A-3-10, contracts for services exceeding \$50,000 must go through a competitive bidding process. Since our current marketing services agreement falls within this threshold, issuing an RFP ensures compliance with state procurement regulations and allows for a fair and transparent selection process.

8. Has the Bridge Valley Community & Technical College worked with a partner before on this type of work?

Yes.

9. When was the last research conducted to benefit the College's marketing?

BridgeValley continuously monitors marketing performance through internal analytics and vendor-provided data. This includes tracking website traffic, social media engagement, and digital ad performance.

10. For Section 4.6, could you clarify what specific details you would like to see in the proposed project timeline, considering this contract covers ongoing marketing services? Are you looking for an overview of service initiation, key milestones, and recurring activities, or are there particular elements you'd like us to emphasize?

For Section 4.6, the proposed project timeline should outline key phases of service initiation, major milestones, and recurring activities that demonstrate a structured and strategic approach to ongoing marketing services. While we understand that marketing is an ongoing effort, we would like to see:

- A timeline for onboarding and initial strategy development
- Key deliverables such as campaign launches, content creation cycles, and reporting intervals
- Any major milestones tied to institutional priorities, such as enrollment cycles or special initiatives
- Regular checkpoints or performance review periods

The goal is to ensure a clear structure for service execution while allowing flexibility for ongoing adjustments.

11. Is proof of insurance required with the proposal submission, or will it only be needed if selected for contract award?

Proof of insurance will only be required from the selected bidder.

12. Are there any specific restrictions or additional approval processes required when utilizing subcontractors to support the scope of work outlined in this RFP?

All subcontractors must be approved by both parties via change order to the original contract.

13. Regarding Section 3.1.6 (Digital Media Management), could you confirm whether the vendor will be responsible for both creating and directly uploading content to the College's social media platforms, or if the expectation is to provide the content assets to an internal team for posting?

The selected vendor will be responsible for creating digital media content, with flexibility in how content is posted. Our current approach is highly collaborative—most content is scheduled and posted by the vendor based on a semester communication plan developed in coordination with the College. However, for time-sensitive updates such as event changes, urgent announcements, or weather delays, an internal administrator handles posting. We anticipate continuing a similar collaborative model but are open to discussing the best approach with the selected vendor.

14. Does the College have an existing content library of photos and videos that the vendor can utilize for marketing materials, or will there be an expectation for the vendor to produce new photo and raw video footage as part of the services?

The College has an existing library of photos and videos that the vendor may utilize; however, there is also an expectation that the vendor will produce new photo and raw video footage as part of the services to ensure fresh, high-quality content aligned with current marketing goals.

15. Is there an internal marketing or communications team that the vendor will collaborate with, and if so, what will that collaboration look like?

Yes. The vendor will work primarily with the Director of Strategic Initiatives whose role involves overseeing marketing and communication for the college. Other administrators, faculty, and/or staff may be involved on an as-needed basis for specific projects or initiatives.

16. Is it acceptable to include case studies as exhibits at the end of the proposal to demonstrate relevant experience?

Yes.

17. Since the Institution's email system cannot accept attachments exceeding 30MB, would it be acceptable to submit the proposal via a secure Google Drive or Dropbox link if the files exceed this limit?

Per Exhibit C – Guidelines for Vendors for Bid Submissions via email, if the collective size of the emailed attachments exceeds 30 MB, resubmit it over multiple emails, clearly identify how many emails constitute the full submission and how to collate the files. Google Drive or Dropbox links may not be utilized.

18. Is there an incumbent planning to submit the RFP?

We cannot confirm at this time if the incumbent is planning to submit the RFP.