ITN 23-018

Marketing and Branding

Awareness Study

ADDENDUM ONE (1)

Subject: **Questions/University Response**

Issue Date: **September 15, 2022**

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ALL RESPONDENTS MUST ACKNOWLEDGE RECEIPT OF THIS ADDENDUM BY SIGNING BELOW AND SUBMITTING THIS EXECUTED DOCUMENT WITH YOUR RESPONSE. FAILURE TO EXECUTE AND RETURN THIS ADDENDUM FORM MAY DISQUALIFY YOUR FIRM'S RESPONSE.

This Addendum shall become part of your firm's response and the subsequent documents if applicable.

The following items are issued to, add to, delete from, to modify and clarify the ITN and all associated documents. These items shall have full force and effect as the ITN and all associated documents. Responses to be submitted on the specified response due date shall conform to the additions and revisions listed.

Vendor Name: _____

Address: _____

Phone Number: _____

Email: _____

Signature: _____

Questions/University Response

1. **Question:** Do you currently have an agency of record? If so, what role will the agency play in this marketing and branding awareness study?

   University Response: The university currently does not have an agency of record.

2. **Question:** Who (e.g., what teams and roles) will be involved in proposal evaluations and decision-making?

   University Response: All evaluation meetings are made public allowing members of the public to attend for observation only. At that time, members of the committee will state their names and titles for the record.

3. **Question:** What is your estimated budget for this project? Alternatively, what is the anticipated not-to-exceed amount and/or budget range? Please break out expectations for:

   University Response: The university does not have budget information available at this time. A definitive budget will be determined based on the proposals received.

   a. **Research activities:** Research activities and analysis are the main components of this budget initiative. All follow-ups will be based on that analysis and subsequent recommendations.

   b. **Brand and campaign message development (if applicable):** Not applicable at this time, could potentially be a follow-up item/project based on research findings.

   c. **Brand marketing plan(s) directed at identified target audiences (if applicable):** Right now, we are focused on research and analytics. We would consider any action items associated with a marketing and brand campaign as a follow-up and will make those decisions based on the research/analysis/recommendations.

4. **Question:** What is the university's current annual budget to carry out brand marketing initiatives and audience outreach? [Separate from a recruitment plan, advancement plan, etc.]

   University Response: The University does not this information available at this time. The budget will be reevaluated and determined based on these research findings.

5. **Question:** What date in 2022 do you expect this project to start?

   University Response: As soon as possible.

6. **Question:** By what date do you expect the results and recommendations to be delivered so you can begin work on a new campaign?

   University Response: The university would expect the firm to give us a reasonable timeframe on the amount of time this type of research and evaluation would take. We would like an aggressive timeframe.

7. **Question:** (Page 4, Section 1.2 Scope of Work and Deliverables) What other research (informal or formal) have you conducted in the past 5 years on the University's marketing and branding awareness that will inform this effort?

   University Response: The university has done many market studies and engaged in a fair amount of Market research from an admissions standpoint. From a general university-wide awareness aspect with other audiences, there has not been any market research of significance conducted in the past five years.

8. **Question:** (Page 4, Section 1.2 Scope of Work and Deliverables) How are you prioritizing the audiences in this RFP from most important to least important?

   University Response: The university believes all audiences are important. However, if we had to place it in an order – the below seems to closely align with priorities for this study.

   a. General public residents of Florida

   b. Elected and community leaders throughout Florida

   c. Prospective students at the undergraduate level

   d. Prospective parents of undergraduate students

   e. Prospective students at the graduate level

   f. Industry leader, employer, university partner/collaborator

   g. University donor list

9. **Question**: (Page 4, Section 1.2 Scope of Work and Deliverables) How many records with name and email can you provide for each of the following audiences for an opinion survey or interview?

   University Response:

   a. Elected and community leaders throughout Florida.

      University Response: These are public record, we can find as many as we need or would want to survey.

   b. Prospective students at the undergraduate level.

      University Response: At least 300,000 students at the high school level. 10K at least at the college level.

c. Prospective parents of undergraduate students

University Response: Possibly as many as 100,000

d. Prospective students at the graduate level

University Response: Possibly as many as 30,000 in Florida

e. Industry leader, employer, university partner/collaborator

University Response: The university guestimates about 50

f. University donor list

University Response: The university currently does not have this information available but can be more closely determined at a later date.

10. **Question:** (Page 4, Section 1.2 Scope of Work and Deliverables) From what counties (and states beyond Florida) do you draw most of your students (UG and grad separated please)?

    University Response: The university draws all 67 Florida Counties for Under Grads. The university is focused on the following US States: Texas, NY, NJ, OH, PA, MI, IL, GA, SC, & NC. University Grad students have been from international and in Central Florida. The university desires a study focused on the entire state and grad school would be helpful.

11. **Question:** (Page 4, Section 1.2 Scope of Work and Deliverables) Does the university have a formal documented marketing and branding message plan in place currently?

    University Response: At this time the university does not have a plan for external, university-wide initiatives. Our admissions department has a plan in place, but this initiative is not focused entirely on that.

12. **Question:** (Page 4, Section 1.2 Scope of Work and Deliverables) Does the envisioned project include development of a new (or evolved) brand campaign theme and brand message platform to be completed by the vendor?

    University Response: The university would consider entertaining sensible options if research from this study supports such action. But it is not included in this scope.

13. **Question**: (Page 4, Section 1.2 Scope of Work and Deliverables): Per "provide strategies, tactics and actions that will re-position the institution's brand and perception to the next level of excellence"—are you seeking a formalized plan(s) or simply prescriptive recommendations accompanying the research findings to reach/impact each of the individual identified key audiences?
    University Response: Prescriptive recommendations accompanying the research findings to reach/impact each of the key audiences.

14. **Question:** Page 4, Section 1.2 Scope of Work and Deliverables) Does the envisioned project include deployment by the selected vendor of the activities of the resulting plan(s), if applicable?

   University Response: The university will make that decision at a later date. However, the university envisions this would be a separate project.

15. **Question:** (Page 4, Section 1.2 Scope of Work and Deliverables) Have you established a set of user personas for your primary target audiences?

   University Response: At this time, the university does not. However, we would work with the firm to inform the development of personas.

16. **Question:** Is there existing research that Florida Polytechnic has completed within the last few years related to brand awareness?

   University Response:
   Please see the university response in question 7.

17. **Question:** What indicators or markers have led Florida Polytechnic to "believe there is low brand awareness that is impacting a host of institutional goals?"

   University Response:

   a. As we recruit across the state, we still hear from parents, high school students, HS teachers, and HS guidance counselors that they do not know anything about Florida Poly. Or that they didn't know it was part of the SUS, or that our school is public.

   b. We hear from HS guidance counselors often that they "forget" about us when working with certain students.

   c. Applications across the state have increased due to an outstanding team that is working harder than they should be to get the applications we have.

   d. Comparisons to other all-stem institutions show higher application numbers (although we also believe this is related to the limited number of majors we currently offer, but only to some degree.

   e. Applications from out-of-state applicants increased dramatically last year, then again, this year. However, the yield-to-deposit is low and then flat. This indicates that they are initially excited but run out of steam for commitment. We believe brand strength would help bring them over that curve.

   f. Grad apps from across the state are almost none. When we reach out to recruit, there is a bucket of feedback related to "who are you" at the grad level.

18. **Question:** Is Florida Polytechnic currently engaged with an agency or is there an incumbent in place?

   University Response: The university currently does not have an agency of record.

19. **Question:** Has a budget been established for this work?

   University Response: The university does not have budget information available at this time. A definitive budget will be determined based on the proposals received.