



**Kentucky Community & Technical College System**

**REQUEST FOR INFORMATION (RFI)  
KCTCS-RFI-0012**

**FOR**

**Organic Social Media Firm**

**ISSUED: July 12, 2023**

**ISSUED BY:  
KCTCS PROCUREMENT TO PAYMENT SERVICES**

**PROCUREMENT OFFICER:  
BEKKA KOROSEC**

**KENTUCKY COMMUNITY & TECHNICAL COLLEGE SYSTEM  
PROCUREMENT TO PAYMENT SERVICES  
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## **I. Background:**

The Kentucky Community and Technical College System, the largest institution of higher education in the Commonwealth, is composed of 16 comprehensive two-year colleges with more than 70 campuses throughout the state. KCTCS serves approximately 107,000 students and nearly 5,000 businesses each year in credit programs leading to certificate, diploma, and associate degrees, pre-baccalaureate education for transfer to four-year institutions, and non-credit programs, customized business and industry training, professional continuing education, and personal enrichment opportunities.

Key areas of emphasis include increased access to postsecondary education and educational attainment, community and economic development, workforce education and training, adult education and literacy, agriculture and rural development, nursing and allied health professions, emerging technologies and high-growth, high-wage occupations, online education, global partnerships and international education, firefighter and emergency medical professionals, and homeland security education and training. For more information, consult our website at [www.kctcs.edu](http://www.kctcs.edu)

## **II. Description:**

The Kentucky Community & Technical College System (KCTCS) is requesting information proposals from qualified, experienced, financially sound, and responsible firms for organic social media to help KCTCS and the 16 colleges enhance organic social media presence and engage with our audience effectively.

Like many modern organizations, KCTCS utilizes social media as a powerful tool to engage with its students, faculty, staff, and the wider community. KCTCS has two agencies that provide paid social media support. This RFI is specifically for **organic social media** and student engagement.

The primary purpose of KCTCS's social media presence is to foster communication, share information, and create a sense of community among its various stakeholders. Here are some key aspects of KCTCS's social media strategy:

1. **Platform Selection:** KCTCS maintains active accounts on popular social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and YouTube. These platforms allow the institution to reach a diverse audience and cater to different preferences and communication styles. Most 16 colleges are active on the same social media platforms.
2. **Content Sharing:** KCTCS and the 16 colleges share a wide range of content on its social media channels. This includes important announcements, campus events, academic programs, enrollment information, student success stories, faculty achievements, job opportunities, and other relevant updates. The content is designed to inform, engage, and inspire its followers.
3. **Student-Centered:** KCTCS understands that its primary audience consists of current and prospective students. Therefore, it is understood that social media content should be tailored to meet their needs and interests. It should showcase student experiences, highlight academic and career opportunities, and provide resources to support student success. This student-centered approach helps to

attract and retain learners.

4. Collaboration and Partnerships: KCTCS actively collaborates with its individual colleges, departments, and various community partners through social media. It promotes joint initiatives, showcases success stories, and amplifies the voices of its collaborators. These partnerships contribute to a vibrant and diverse social media presence that reflects the broader KCTCS community.

Overall, KCTCS's social media presence plays a vital role in engaging and connecting with its community. It serves as a platform to inform, inspire, and support students, faculty, staff, and the wider public. Through strategic content sharing, interactive engagement, and a student-centered approach, KCTCS effectively utilizes social media to strengthen its relationship with stakeholders and promote its educational mission.

**A contract will not be awarded from this RFI, rather the information submitted will be reviewed by key KCTCS members to gauge the market and provide more detailed information into the services available to meet the needs of KCTCS as described in this RFI.**

After a review of proposals, KCTCS may ask for oral presentations. All costs associated with such a presentation would be solely the responsibility of the offeror and voluntary to attend. If an oral interview session is requested, it will be held via video conferencing (Microsoft Teams).

### **III. REQUEST FOR INFORMATION (RFI) PROCESS:**

The Kentucky Community and Technical College System's (KCTCS) Office of Procurement to Payment Services issues this Request for Information for the Marketing Department. KCTCS is seeking your input through a written response to the succeeding questions and general requirements/scope of services. Please review and respond with detailed information for review. Please feel free to provide any additional information your firm would determine to be valuable, in line with the scope of services in this RFI.

#### **Written Responses and Inquiries:**

All responses, questions, and inquiries concerning this RFI should be directed in writing **via email** to the Procurement Officer for this RFI.

**Bekka L. Korosec**  
**Procurement to Payment Supervisor**  
**KENTUCKY COMMUNITY & TECHNICAL COLLEGE SYSTEM**  
**Procurement to Payment Services**  
**Phone #: (859) 256-3391**  
**[bekka.korosec@kctcs.edu](mailto:bekka.korosec@kctcs.edu)**

### **Schedule of Events**

**Issue Date for RFI:** July 12, 2023  
**Question Due date:** July 18, 2023 @ 4:00 pm EST  
**RFI Due Date:** August 3, 2023 @ 4:00 pm EST

**If KCTCS requests presentations, invitations to present may be sent out to selected suppliers for an online presentation of products/services upon completion of review of responses to this RFI.**

From the issue date of this RFI until the responses are due, Suppliers shall not individually communicate with any KCTCS staff concerning this RFI except as referenced above.

Interested parties are encouraged to submit any questions in writing (via email is preferred) to the Procurement Officer given above.

**Written questions are due on July 18, 2023 @ 4:00 PM EST.**

#### **IV. General Requirements/Scope of Services**

Information requested includes firm's capabilities, services, and previous experience in the following areas:

Organic Social Media Strategy:

- How do you develop an effective organic social media strategy that aligns with our institutional goals and target audience?
- What strategies and tactics do you employ to increase organic reach, engagement, and brand visibility?
- How do you stay up to date with the latest trends and best practices in organic social media marketing?

Content Creation and Management:

- What content creation process do you follow, and how do you ensure it resonates with our brand voice and values?
- Can you provide examples of engaging organic social media campaigns or posts you have developed for similar educational institutions?
- How do you manage content calendars, scheduling, and optimization for various social media platforms?

Audience Engagement and Community Management:

- How do you foster meaningful interactions with our target audience and build a strong online community?
- What strategies do you implement to handle customer inquiries, comments, and feedback promptly and professionally?
- Can you provide examples of successful community management experiences?

Performance Tracking and Reporting:

- How do you measure the effectiveness of organic social media campaigns and activities?
- What key performance indicators (KPIs) do you track, and how do you report on them?
- Do you provide regular performance reports with actionable insights for

continuous improvement?

**Collaboration and Communication:**

- How do you ensure smooth collaboration and communication with our internal teams to align with our overall marketing strategy?
- What tools or platforms do you utilize to streamline communication, project management, and reporting?

**Utilizing User Generated Content and Influencers**

- How do you recruit influencers or compensate for user generated content?
- How do you measure effectiveness of campaigns with influencers and UGC?

**Crisis Communication**

- In times of emergency or crisis, social media should serve as a crucial communication channel. It should enable the institution to provide timely updates, address concerns, and share important safety information with its community. Social media platforms help disseminate critical information quickly, ensuring the safety and well-being of students and staff.
- How does your firm work with institutions with crisis communication on social media?

**Advocacy**

- How do you target to legislators and policy makers on organic social media?

**Pricing and Contract Details:**

- Please provide information on your pricing structure, including any setup fees, ongoing management fees, or additional costs.
- What is the typical contract duration for your services, and are there any flexibility options?
- Are there any specific terms or conditions we should be aware of?

Also, please include any other additional information you may wish to provide that is relative to providing the services as described in this RFI.

**V. Additional Information**

Responses may be subject to Kentucky Open Records Law pursuant to the provisions of KRS 61.870 et. seq.

**VI. Business Classification**

This section is for informational purposes.

Select all that apply (does not apply to publicly traded entities).

<input type="radio"/> <b>Minority Business Enterprise/MBE</b> (Please choose one sub-classification at right): <i>Defined as a business at least 51% owned by one or more African-Americans, Hispanics, Native Americans, Asian Pacific Americans, Asian Indian Americans, and other groups as defined by Federal law.</i>	<input type="radio"/>	Hispanic-American	<input type="radio"/>	African-American
	<input type="radio"/>	Asian-American	<input type="radio"/>	American-Indian
	<input type="radio"/>	Other (explain):		

○	<p><b>Women-Owned Business Enterprise/WBE</b>  <i>Defined as a business at least 51% owned by one or more women.</i></p>	○	<p><b>Disadvantaged Business Enterprise/DBE</b>  <i>Defined as a business at least 51% owned by at least one differently abled, socially, or economically disadvantaged individual as defined by Federal law.</i></p>
○	<p><b>Veteran Owned Business/VOB</b>  <i>Defined as a business at least 51% owned and operated by a service veteran.</i></p>	○	<p><b>Disadvantaged Veteran Owned Business/DVOB</b>  <i>Defined as a business at least 51% owned and operated by a service veteran with a service-related disability of at least 10 percent.</i></p>