



KENTUCKY COMMUNITY AND TECHNICAL COLLEGE SYSTEM
REQUEST FOR PROPOSAL ADDENDUM

SOLICITAION NO.: RFP-0318
ADDENDUM NO.: 1
RFP ISSUE DATE: October 28, 2024
ADDENDUM DATE: November 1, 2024
OPENING DATE: **NOVEMBER 15, 2024, 4:00PM EST**

The following information is being provided in response to questions received for this RFP:

1. How will this contractor work alongside the in-house comms team?
 - a. **The in-house comms team will provide overall direction with input from the supplier. In-house comms team will provide approval for all work generated by supplier.**
2. How will this contractor work alongside the Marketing/PR firm recently selected for KCTCS?
 - a. **Supplier will work for JCTC Local PR efforts. Where statewide and legislative efforts are in play the supplier will take the lead from the current KCTCS Marketing/PR firm with direction from the Jefferson in-house comms team.**
3. Have there been any developments since the system-wide RFP earlier this year that have led to this separate RFP for JCTC?
 - a. **No developments. JCTC has a large amount of PR opportunities, crisis comms situations, and on-site events. JCTC also desires additional support of graphics, video and photography capabilities with attention to the college.**
4. How are you currently accomplishing these goals, and what are your pain points?
 - a. **JCTC accomplishes these tasks for the college by separating work into overall college PR and Workforce. Primarily, the in-house team works on college PR while contracting work out to an agency to support the needs of workforce solutions promotion.**
5. What internal resources are dedicated to social media, and how much of the overall social media workload will the selected contractor need to take on? Specifically, will the selected contractor be responsible for all content creation?
 - a. **JCTC has a dedicated social media specialist. The JCTC team takes the lead with Facebook, Instagram, Twitter, and other social media. Supplier will provide support for the LinkedIn channel. Supplier will be responsible for helping with content creation focusing on several areas: Workforce, Employer Engagement, Business and Community Engagement.**

6. What audiences are considered the primary targets for publicity campaigns?
 - a. **Primary targets are Employer Partners, Business', and Overall Community Engagement.**
7. What is your target start date for this engagement?
 - a. **Target start date would be January 2025.**
8. Is the expectation that focus and resources will be spread evenly across campuses (Downtown, Carrollton, Shelbyville, etc.), or will work primary be centered on certain ones?
 - a. **Primarily at the moment, the downtown campus takes most of the focus. This is because of current construction projects. JCTC always wants to look for engagement and PR efforts throughout our entire designated market area. Increasing engagement on our other campuses would definitely become a higher priority once the downtown construction is completed.**
9. Are there specific needs and requirements for supporting the Workforce Solutions and Economic Development portion of the engagement?
 - a. **These needs are focused on employer partner engagement, recruitment of new employers, and general awareness of the customized education solutions Workforce Solutions provides.**
10. When will the PR Support kickoff?
 - a. **Target start date would be January 2025.**
11. What do the publicity campaigns include? What is the frequency? Can you share some examples of publicity campaigns from this previous year?
 - a. **JCTC organizes monthly content calendars for various available opportunities. This is usually once or twice a week. Some of the posts are small and simple text and graphics. Other posts might be more involved and have video interviews. The construction projects have different milestones, which JCTC also tries to promote for media hits. These are not a set frequency, just when they are available. JCTC can create an event around those milestones, when possible.**
 - b. **The best place to view examples is our social media:**
<https://www.facebook.com/JeffersonJCTC>,
<https://www.youtube.com/user/jeffersonctc>,
https://www.instagram.com/jefferson_jctc/,
<https://www.linkedin.com/school/jefferson-community-and-technical-college/>,
<https://www.linkedin.com/showcase/jefferson-workforce-solutions/about/>
12. What are the biggest challenges facing Jefferson Community and Technical College that a new agency partner will be expected to help solve/improve?
 - a. **Primarily at the moment, the downtown campus takes most of the focus. This is because of the current construction projects. This coupled with the current parking for students is a struggle to get the message out. Also, helping with messaging for the fundraising aspects of the capital projects.**
13. For video and photography, is the content to help promote events or recap events/have assets to share?

- a. **Photo and video are used primarily in support of Employer Partners, Business', and Overall Community Engagement. We mainly tell student stories and employer experiences with the college.**
- b. **The best place to view examples is our social media:**
<https://www.facebook.com/JeffersonJCTC>,
<https://www.youtube.com/user/jeffersonctc>,
https://www.instagram.com/jefferson_jctc/,
<https://www.linkedin.com/school/jefferson-community-and-technical-college/>,
<https://www.linkedin.com/showcase/jefferson-workforce-solutions/about/>

14. What KPIs have you used in the past to measure success with PR?

- a. **JCTC's main KPI is overall media hits. JCTC also checks social media metrics and, if need be, website analytics.**

15. Can you share Jefferson Community and Technical College current brand guidelines and messaging framework?

- a. **KCTCS Branding:** <https://systemoffice.kctcs.edu/about/system-office/services-departments/marketing/brand-guide/index.aspx>
- b. **Specific Jefferson Branding:** <https://jefferson.kctcs.edu/newsroom/media-toolkit/branding/index.aspx>

Bidders must acknowledge receipt of this and any addenda either with solicitation or by separate letter or email prior to award of contract. If by separate letter, the following information should be placed in the lower left-hand corner of the envelope:

RFP No.: RFP-0318
Title: Marketing PR Firm Services

Name of Firm: _____

Authorized Signature: _____