



## Q&A for No. 2018/19-CRC-001-RW-RFP Posted 6/5/2018

### B. Program Videos

1. The RFP states on page 11... "In addition, the Contractor shall work with the CRC &/or Deans of CTE/designees to recruit CTE media or marketing community college students with the intention of hiring them as interns to help create and produce the program videos."

--Will the deans also be working through Career Catalyst?

Contractor will be the primary contact for the Career Catalyst if the Contractor decides to use their employer services, such as acting as the employer of record (i.e. human resources, payroll, and workers' comp). Any administrative fee(s) charged by the Foundation for California Community Colleges (FCCC) will be covered by the CRC.

--Will the contractor be responsible for shepherding students through the Career Catalyst process or will the dean/designee or the college's Career Center handle those interactions?

Contractor will be the project manager responsible for the students. The FCCC also plays an active role to support their employer partners. The CRC and 11 of 14 colleges are participating in a Work-Based Learning (WBL) pilot project with the FCCC that involves applying the use of their WBL tools including the use of Career Catalyst.

--Have any interested students been identified?

Interested students have not yet been identified. The Contractor can independently identify CA community college students affiliated with one or more of the CRC's colleges as media interns. On behalf of the Contractor, the CRC will also work with the Steering Committee and Ad-hoc CRC Marketing Committee identify prospective media interns.

For more information on Career Catalyst, <https://foundationccc.org/What-We-Do/Workforce-Development/Career-Catalyst> and <https://foundationccc.org/Portals/0/Documents/NewsRoom/FactSheets/career-catalyst.pdf>

2. The Career Catalyst website states that student interns are compensated for their work. What is an estimated budget that the contract should set aside for payment to student interns? Is there a certain number of interns you expect the contractor to hire?

The Contractor should develop a budget that factors into account the time and travel associated with developing the program videos, including pre- and post-production. At a minimum, the college interns should be paid based upon experience with a base of minimum wage. Depending on how the Contractor plans to execute the field operations side of the contract and the pool of available college interns, it is realistic to anticipate that three-nine interns would be employed.

3. What is the estimated number of videos to be produced? For the shorter videos, 4 per college would total 56 videos? Then an additional 14 3-4 minute videos total?

The primary objective of this campaign is the creation of CTE program videos for individual and college use. A minimum of three :30-:40 second (or longer) videos are to be produced per college; four is highly optimal. So, yes, 42-56 videos. An additional video of longer length of 3:30-4:40 minutes is also to be created (14), plus one for the regional which is comprised of a compilation of the videos created with each of the 14 colleges featured.

Further, the Contractor is also to produce a minimum of two videos (:30-:60 seconds each) of employer testimonials representing a cross-section of industries in the region.

Some of the footage should be integrated with the California Community Colleges Chancellor's Office (CCCCO) Resources - <http://careereducationtoolkit.cccco.edu/assets/videos/> - to develop more robust videos and collateral resources, as well as to blend and weave together the overall efforts to promote community college Career Education in our state. Also review, <https://careered.cccco.edu/>.

4. Do all videos need to be shot, edited and fully produced by the December 31 deadline? Or could filming occur during fall semester with post production occurring in early spring semester?

Ideally, all videos need to be shot, edited and fully produced by the December 31 deadline. The CRC may consider a minimal extension for post-production if it is demonstrated to be necessary due to unforeseen circumstance.

### **C. Website**

5. Would the contractor be responsible for hosting the website?

No. However, the URL needs to be available for purchase.

6. Can the vendor choose which CMS system to use to build the website (Wordpress, for example) or does the consortium have a preference?

The Contractor should recommend a CMS that is easy to maintain and should be prepared to provide justification of recommendation. The CRC reserves the right to request an alternative CMS. Currently, Wordpress is used for the CRC's internal-facing website.

7. What type of materials would the Consortium like to see on this website that differ from or are not included on the Chancellor's Career Education campaign website?

The external-facing website would specifically direct students to colleges with the Central Valley and Mother Lode regions. For students, it would help them find a career or a program or a college (e.g. <http://news.readysetcareer.org/>). The website would highlight regional programs, student success, and regional sector profiles, as well as populated with videos created as part of this campaign. From this website, prospective students could directly link to a college or apply to a college. For industry/employers, the highlighted regional programs and student success profiles, as well as the sector profiles would be of interest to them.

### **D. Social Media**

8. Do you have an estimated volume of the number of social media templates and messaging the consortium would like each week?

Seeking recommendation. It has to be manageable for the CRC's bandwidth. Some pieces would need to be timeless so that they can remain in rotation for longer periods of time and repeated, if necessary. Most of the content would ideally be harvested from the regional colleges and the CCCCCO's social media. The

focus of the external website is the colleges and not CRC, itself; thus, the heart of the information is to be regarding students and the regional colleges.

9. Page 12 states “respondents can make recommendations on how to best integrate messages with existing regional colleges’ social media accounts rather than creating new accounts.”

In order to book paid media on social media to implement the consortium’s campaign, the contractor would need to establish one central social media site per platform (a YouTube, Facebook, Instagram accounts, for example). Would this be acceptable to the consortium?

Yes. It would also be helpful to provide suggest guidance to be shared with CRC colleges on how best to promote their social media; as well as guidance to the CRC on how to best create the loop from a regional perspective back to college-specific or program-specific focus. Regardless of paid media or not, the CRC does intend to upload the videos to the CRC’s YouTube, Facebook and Instagram accounts.

10. Does the consortium have a range they would like to spend on paid digital media for this campaigns implementation?

Paid digital media is not the highest priority of the CRC, at this time. As part of a marketing plan, the CRC would expect recommendations to be made and associated costs should not exceed 10-15% of the budget. However, paid marketing could be grown or developed in stages that may be funded in future years/funding cycles.

#### **E. Collateral Materials**

11. Do you have an estimate of the volume of collateral materials to be created?

A majority of the materials need to be formatted so that they can be tailored to the colleges (and by the colleges beyond the life of the contract). Additional materials need to be for the CRC in the promotion of all the colleges represented. What is desired is the creation of print-ready pieces, as well as templates.

A reasonable volume of printed and produced collateral materials, to be determined, should be provided and included in the contract budge that is in quantity sufficient for the colleges to have physical samples to initially use for campus feedback. The additional printing and production of collateral materials should be provided on a “menu” basis or separate schedule which the CRC or the colleges can either choose to order independent of this contract or could be sent to a printer of our selection.

12. Does the consortium anticipate the contractor would modify the collaterals within the Chancellor’s toolkit or would this be creating new templates and materials (or both)?

Yes, both

#### **F. Media Relations**

13. What is the volume of the media relation templates and which type are needed.

Seeking recommendation.

#### **G. Employer Outreach**

14. The two employer testimonial videos to be produced...is this two for the entire region or two per college?

The entire region. The two employer testimonial videos are to represent a cross-section of industries in the region.

## I. Institutional Capacity Building

15. Could you provide a volume of the items to be developed for the toolbox?

The development of one guide to be share with the CRC colleges that would include style guides and template (related to the collateral materials), provide best practices for how to effectively embed materials in local websites, how to monitor web traffic from potential students, how to provide follow-up information to potential students, and what resources are needed for potential students when they seek to enroll.

In addition, the CRC would like the Contractor to provide for up to three trainings (face-to-face and/or Zoom) to reinforce the “how-tos” in the guide. The CRC will host the trainings. Contractor would be responsible for time and travel associated with trainings, as applicable.

16. Would a quarterly training schedule be sufficient for the consortium? Is the distance between colleges be close enough that trainings could be held for the entire consortium or would the preference be to hold more frequent, localized trainings?

Based upon the length of this contract, realistically, it can be anticipated that there would be 1-2 face-to-face trainings; and the balance, 1-2 trainings, utilizing Zoom.

### Billing Timeline

17. Page 26 states “All payments for work completed on the campaign will be made in arrears.” For hard costs, such a media buys, can invoicing occur upon the placement of the media buys or does the consortium expect the contractor to float the cost of the media buy?

Section 6. d) Billing Timelines and Procedure should be amended to read as follows:

d) All payments for work completed on the Campaign will be made in arrears. No payments will be made in advance of products or services being provided **with the exception of an initial deposit of 15% of the contract cost, invoiced by the successful bidder, processed with the contract which is to be executed upon the selection of a Contractor.**

18. Whom would they consider competitors?

California Community Colleges, in general, would consider private, two-year colleges as the competition.

In addition, research conducted on behalf of the CCCCO shows the following barriers in promoting career technical education programs:

- The lack of parental, high school counselor, influencer and student support for career technical education program enrollment.
- The struggle to “be heard” above the constant chorus from the community college community, and others, of the need to transfer to four-year institutions.
- There is not enough money or focus to promote the opportunity, validity and pathway to excellent careers that career technical education programs deliver.
- Private, for-profit training institutions directly compete for time, message penetration, paid advertising and enrollment with California community college career technical education programs.
- The lack of coordination between and among campuses with competing training programs in the same area or in various areas throughout the state (including the lack of coordinated outreach to employers and labor representatives in each region).The “second-class” or even “third-class” relegation of career technical education programs both in the minds of the public as well as with policy makers and governing bodies.

19. How does the California Community Colleges CTE brand differ from California Career Education?

The CCCCO has launched a marketing and awareness campaign to promote the nomenclature “career education” verse “career technical education (CTE)” to better convey the education options leading to

career. Extensive polling was done by the state and the terms verse “career technical education” and “CTE” where either negatively received or misunderstood. The term “career education” was positively received and better understood by the stakeholder groups polled.

20. Would they consider additional digital marketing tactics?

- If so, would the agency hired be responsible for purchasing media and trafficking the digital media on behalf of the colleges? (Ex: Banner ads, paid social ads, 3rd party e-mail, paid video pre-roll ads, Digital TV, etc)

Paid digital media is not the highest priority of the CRC, at this time. As part of a marketing plan, the CRC would expect recommendations to be made and associated costs should not exceed 10-15% of the budget. However, paid marketing could be grown or developed in stages that may be funded in future years/funding cycles.

21. For Social Media:

- How frequently would training of college personnel need to occur?
- Could training take place via remote WebEx?
- Should agency budget ongoing social management of all accounts or just initial strategy and training?

The CRC would like the Contractor to provide for up to three trainings (face-to-face and/or Zoom) to reinforce the “how-tos” in the guide. Based upon the length of this contract, realistically, it can be anticipated that there would be 1-2 face-to-face trainings; and the balance, 1-2 trainings, utilizing Zoom. The CRC will host the trainings. Contractor would be responsible for time and travel associated with trainings, as applicable.

22. For Employer Outreach

- Are there specific industries this outreach would be focused on?
- Are they looking for us to provide a strategy they can implement themselves or are they looking for us to create a manage this as a campaign?

For the CRC, there are eight priority and emerging industry sectors identified for the region as part of the CCCC's Doing What Matters (DWM) efforts. They are: Advanced Manufacturing; Agriculture, Water and Environmental Technologies; Energy, Construction and Utilities; Global Trade; Health; Retail, Hospitality and Tourism; Information and Communication Technologies (ICT)/ Digital Media; and Small Business and Entrepreneurship. To learn more about the CRC's 2017 Strong Workforce Strategic Plan, go to [http://doingwhatmatters.cccco.edu/portals/6/docs/sw/RegionalPlans/CRC\\_SWP\\_Strategic\\_Plan\\_2017\\_FINAL\\_Jan312017.pdf](http://doingwhatmatters.cccco.edu/portals/6/docs/sw/RegionalPlans/CRC_SWP_Strategic_Plan_2017_FINAL_Jan312017.pdf).

The external-facing website would specifically direct students to colleges with the Central Valley and Mother Lode regions. For students, it would help them find a career or a program or a college (e.g. <http://news.readysetcareer.org/>). The website would highlight regional programs, student success, and regional sector profiles, as well as populated with videos created as part of this campaign. From this website, prospective students could directly link to a college or apply to a college.

For industry/employers, the highlighted regional programs and student success profiles, as well as the sector profiles would be of interest to them. Also review, <http://news.readysetcareer.org/> as an example.

23. Is there a budget breakdown for each of these requirements or is it up to us to divide the total budget among them?

It is up to the bidder to create a budget for consideration. Please review all the Q&As for additional guidance.

24. For the portion on hiring a college intern to help with the video production, how will the revenue breakdown affect this?

The Contractor should develop a budget that factors into account the time and travel associated with developing the program videos, including pre- and post-production. At a minimum, the college interns should be paid based upon experience with a base of minimum wage. Depending on how the Contractor plans to execute the field operations side of the contract and the pool of available college interns, it is realistic to anticipate that three-nine interns would be employed.

Will we be responsible for the intern's compensation?

Yes. The CRC will pay the administrative fee if the Contractor decides to utilize Career Catalyst to serve as the employer of record.

25. For the Website:

o Will the new website replace <http://crconsortium.com/> ?

No. It will be a separate, new URL. The existing website will continue to serve as primarily an internal-facing website. The new website will be external-facing. The two sites will be linking together.

o What's the status of the "umbrella" brand in section A.

It is ongoing and operational. See the CCCC Resources - <http://careereducationtoolkit.cccco.edu/assets/videos/> (internal for college use) and <https://careered.cccco.edu/> (external).

o Do they need actual face to face people teaching them how to do web work referenced in section I.

The CRC would like the Contractor to provide for up to three trainings (face-to-face and/or Zoom) to reinforce the "how-tos" in the guide. Based upon the length of this contract, realistically, it can be anticipated that there would be 1-2 face-to-face trainings; and the balance, 1-2 trainings, utilizing Zoom. The CRC will host the trainings. Contractor would be responsible for time and travel associated with trainings, as applicable.