



Amendment #1

Solicitation: TCTC-20-CNC Marketing
 Date Issued: 12/1/2020
 Procurement Officer: Matt Whitten
 Phone: 864-646-1633
 E-Mail Address: mwhitten@tctc.edu
 Mailing Address: Tri-County Technical College
 Purchasing Office RH280
 7900 Highway 76
 Pendleton SC 29670-8876

DESCRIPTION: Seeking a company to develop an awareness campaign for our CNC program to be managed by Tri-County Technical College.

USING GOVERNMENTAL UNIT: **Tri-County Technical College**

The Term "Offer" Means Your "Bid" or "Proposal". Your offer must be submitted in a sealed package. Solicitation Number & Opening Date must appear on package exterior. See "Submitting Your Paper Offer or Modification" provision.

SUBMIT YOUR SEALED OFFER TO EITHER OF THE FOLLOWING ADDRESSES:

MAILING ADDRESS:

TRI-COUNTY TECHNICAL COLLEGE
 PURCHASING OFFICE
 7900 Highway 76 (parcel post); PO Box 587 (USPS)
 Pendleton SC 29670-8876

PHYSICAL ADDRESS:

TRI-COUNTY TECHNICAL COLLEGE
 PURCHASING OFFICE – Ruby Hicks Suite 280
 7900 Highway 76
 Pendleton SC 29670-8876

SUBMIT OFFER BY (Opening Date/Time): **12/22/20 2:00 PM** (See "Deadline For Submission Of Offer" provision)

QUESTIONS MUST BE RECEIVED BY: **12/9/20 12:00 PM** (See "Questions From Offerors" provision)

NUMBER OF COPIES TO BE SUBMITTED: **ONE (1) Original Hardcopy Each Technical & Price Proposal** marked "Original" and **three (3) Hardcopies of the Technical Proposal** marked "Copy".

CONFERENCE TYPE: **Not Applicable**

DATE & TIME:

(As appropriate, see "Conferences - Pre-Bid/Proposal" & "Site Visit" provisions)

LOCATION: **Not Applicable**

AWARD & AMENDMENTS

The award, this solicitation, any amendments, and any related notices will be posted at the following web address: www.tctc.edu/purchasing.

You must submit a signed copy of this form with Your Offer. By signing, You agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of thirty (30) calendar days after the Opening Date. (See "Signing Your Offer" provision.)

NAME OF OFFEROR

(full legal name of business submitting the offer)

Any award issued will be issued to, and the contract will be formed with, the entity identified as the Offeror. The entity named as the offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, i.e., a separate corporation, partnership, sole proprietorship, etc.

AUTHORIZED SIGNATURE

(Person must be authorized to submit binding offer to contract on behalf of Offeror.)

DATE SIGNED

TITLE

(business title of person signing above)

STATE VENDOR NO.

(Register to Obtain S.C. Vendor No. at www.procurement.sc.gov)

PRINTED NAME

(printed name of person signing above)

STATE OF INCORPORATION

(If you are a corporation, identify the state of incorporation.)

OFFEROR'S TYPE OF ENTITY: (Check one) (See "Signing Your Offer" provision.)

- Sole Proprietorship Partnership Other _____
- Corporate entity (not tax-exempt) Corporation (tax-exempt) Government entity (federal, state, or local)

PAGE TWO

(Return Page Two with Your Offer)

HOME OFFICE ADDRESS (Address for offeror's home office / principal place of business)	NOTICE ADDRESS (Address to which all procurement and contract related notices should be sent.) (See "Notice" clause)
Area Code - Number - Extension Facsimile _____	
E-mail Address	

PAYMENT ADDRESS (Address to which payments will be sent.)
(See "Payment" clause)

ORDER ADDRESS (Address to which purchase orders will be sent)
(See "Purchase Orders and "Contract Documents" clauses)

<input type="checkbox"/> Payment Address same as Home Office Address <input type="checkbox"/> Payment Address same as Notice Address (check only one)	<input type="checkbox"/> Order Address same as Home Office Address <input type="checkbox"/> Order Address same as Notice Address (check only one)
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ACKNOWLEDGMENT OF AMENDMENTS

Offerors acknowledges receipt of amendments by indicating amendment number and its date of issue. (See "Amendments to Solicitation" Provision)

Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date

DISCOUNT FOR PROMPT PAYMENT
(See "Discount for Prompt Payment" clause)

10 Calendar Days (%) 20 Calendar Days (%) 30 Calendar Days (%) _____ Calendar Days (%)

PREFERENCES - A NOTICE TO VENDORS : Please Note, preferences do not apply to this solicitation

PREFERENCES - ADDRESS AND PHONE OF IN-STATE OFFICE: Please Note, preferences do not apply to this solicitation

In-State Office Address same as Home Office Address In-State Office Address same as Notice Address **(check only one)**

Request for Proposal: TCTC-20-CNC Marketing Amendment #1 – Questions and Answers

1. Is there an existing or preferred agency?

Answer: No, there is no existing or preferred agency.

2. Under Section V Qualifications, it is a requirement for the selected vendor to be in Upstate SC?

Answer: Yes, must be based in Upstate SC and have first-hand knowledge of the manufacturing industry in this region.

3. Are the regular status meetings (every 2 weeks) expected to be in-person?

Answer: At least one meeting (pre-planning) is expected to be in-person. Additional meetings may be held via Zoom, Skype or other platform, assuming communications are effective during the balance of the process via online meeting options.

4. Is there any existing research related to this project?

Answer: Some research does exist. TCTC will provide information about demographics of our current students, as well as any research we have related to CNC and manufacturing in the Upstate region.

5. Does the school have email lists of stakeholders?

Answer: Yes

6. Under the Creative section (page 11), sample elements are mentioned. Is the expectation that a video storyboard, for example, would be provided and your team would produce the video, or would the vendor storyboard and produce the video (and other creative elements)?

Answer: We are seeking sample elements that our team would take to the next level. For example, the video storyboard would be sufficient, but for the direct mail card, we would expect an actual sample of a direct mail card. You may design one that is 4.25 X 5.5, but our team could use that size or alter it for other purposes/audiences.

7. Is there another media spend RFP after this RFP?

Answer: This RFP is for the research, strategy and creative elements for a robust awareness campaign. The specifications outlined in the RFP indicate we are seeking an itemized campaign budget that ranges from a meaningful but basic proposal to a head-turning budget. An additional RFP will likely be placed for the media spend (which is not to exceed \$200K per year).

8. Without recommending media spend, how do you want us to recommend an itemized campaign budget?

Answer: Following is a SAMPLE of what we mean by itemized campaign budget. We are not requiring or expecting any of these components, nor should any organization feel limited by these components:

Item #	Description	Applicable Numbers (e.g., impressions)*	Price Per Unit	Total for Campaign Element
1	Site Targeting/Display Advertising			
2	Geo-Fencing			
3	Mobile Web/Web APP Video			
4	YouTube Trueview Video			
5	Social Media w/ Retargeting			
6	Targeted E-Blasts			
7	Dashboard Creation/Access			

**Final numbers will be planned in partnership with selected vendor; these numbers will help us better understand the anticipated product mix and measurements.*

9. Is more research than what is provided needed on this potential student?

Answer: Our expectation is that the selected organization should conduct a detailed research phase needed for the development of strategy and creative elements.

10. To demonstrate our creative capabilities and expertise, we plan to provide examples of past client work. Are you expecting to see “spec creative” or finished designs specific to TCTC in the responses to this RFP?

Answer: For the purposes of this RFP examples of prior client work is sufficient.

11. Can you provide us an overview of the state of the CNC program at TCTC today in terms of how long it has been offered, number of students enrolled, trends in enrollment in recent years, and enrollment goals?

Answer: The Machine Tool Technology (MTT) program was the predecessor to CNC. In 2014, we made changes to the MTT program, based on feedback from industry partners and our advisory board, and we changed the name to CNC Programming and Operations. Below you will find a chart that indicates the headcount over the last ten years of enrollment in our CNC program.

**Tri-County Technical College Annual Enrollment Data by Semester
Ten-Year Annual Enrollment Summary
CNC Programming And Operations Department**

Headcount by Semester

Semester	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Fall	36	50	60	70	57	56	60	35	33	41
Spring	37	52	66	75	50	55	56	40	35	38
Summer	21	35	35	35	28	34	35	27	28	31
Annual-Unduplicated	49	67	82	99	75	69	69	47	48	47
Annual-Duplicated	94	137	161	180	135	145	151	102	96	110

Source: Tri-County Technical College Opening Fall, Spring and Summer CERS Data

12. In the Strategy section for the Scope of Work, it is written that the College seeks, “*Recommended itemized campaign budget that ranges from a meaningful but basic proposal to a head-turning budget.*” How much detail of a media plan do you require to fulfill this? Suggested communication channels to each audience or actual recommended detailed media buys? Or something in between?

Answer: Suggested communication channels to recommended target audiences is preferred, as well as the recommended media spend.

13. Who will execute the media plan for this campaign? Does TCTC already have a media purchasing/planning partner?

Answer: TBD. TCTC does not already have a media purchasing or planning partner. This may be handled internally or may be outsourced via an RFP to be written at a later date.

14. Why is TCTC undertaking this campaign for CNC at this time?

Answer: There is a great demand for qualified CNC workers throughout our service area. TCTC provides the training, but more students and a larger, stronger workforce is needed to fill the demand.

15. Can companies from Outside USA can apply for this?
(like, from India or Canada)

Answer: No. Qualifications state that the selected vendor must be based in Upstate SC and have first-hand knowledge of the manufacturing industry in this region.

16. Would we need to come over there for meetings?

Answer: At least one meeting (pre-planning) is expected to be in-person. Additional meetings may be held via Zoom, Skype or other platform, assuming communications are effective during the balance of the process via online meeting options.

17. Can we perform the tasks (related to RFP) outside USA?
(like, from India or Canada)

Answer: Any outsourced tasks related to the RFP must be outlined, including the business name, address, phone, taxpayer ID, point of contact, and details about the work they are to perform. See Subcontractor Identification on Page 14.

18. Can we submit the proposals via email?

Answer: All proposals/offers must be submitted in a sealed package per page 1.