

# REQUEST FOR PROPOSAL

## Parkland College

### Strategic Digital Media Advertising Services

Parkland College seeks proposals from firms with demonstrated expertise in strategic planning, placement, and evaluation of digital media advertising. A contract will be awarded for a 24-month period from July 1, 2024, through June 30, 2026.

Proposals are due **Friday, April 5, 2024, by Noon** and should be addressed to:

Parkland College  
Attn: Ruthie M. Counter, Room X151  
Director, Marketing and Public Relations  
2400 W. Bradley Avenue  
Champaign, IL 61821-1899

or by e-mail at [rcounter@parkland.edu](mailto:rcounter@parkland.edu).

#### **Proposal Timeline**

RFP issued.....	March 14, 2024
Last day to submit questions for a response.....	March 29, 2024
Proposal submission deadline.....	April 5, 2024
Virtual interviews.....	April 15–19, 2024
Recommendation submitted to Parkland College Board of Trustees.....	May 1, 2024
Approval by Parkland College Board of Trustees.....	May 15, 2024

#### **College Information**

Parkland College is a community college serving Community College District 505. Parkland College enrolls approximately 5,000+ students annually. The campus is a melting pot of student life, with diverse cultures, students ranging in age from 16 to 80+, and a growing international student presence. About 75 percent of Parkland students live and work within District 505.

Parkland College's location in Champaign, Illinois, provides the amenities and excitement of a larger city with small-town conveniences. Champaign is one of the fastest growing cities in Illinois, with a long list of opportunities for its residents and short commute times.

Parkland College offers academic programs that prepare students to transfer to four-year colleges and universities; career and technical education programs; workforce and business training; continuing education for adults; youth programs; and more. Parkland is No. 1 in student transfers to the University of Illinois, a top research university in Champaign-Urbana.

## **Scope of Work**

Parkland College is seeking a marketing agency to collaborate in the strategic planning and placement of digital advertising campaigns. The college's Marketing and Public Relations team provides in-house creative, strategy, and budget management. The team will work with the media buyer to strategize and plan for three major enrollment campaigns throughout the year (fall, spring, and summer), as well as for program- and event-specific marketing campaigns throughout the year.

Campaigns encompass a mix of digital and traditional media platforms. Digital platforms include social media, remarketing, paid and non-paid search marketing, geofencing, and email marketing. Parkland College will work with a separate buyer for the local traditional media, which is not a part of this RFP. Nearly all media will be geotargeted.

The ideal agency will have experience planning digital marketing strategy for community colleges and a strong understanding of the community college mission, its target audiences, and the community college enrollment process and timelines.

**Please provide the following information in any proposal:**

## **Vendor Information**

- A. Agency's name, address, telephone number, legal status of entity (ownership), and the year the entity was established.
- B. Name of Agency's contact person, telephone, and email address.

## **Qualifications Information**

Please include information in your proposal that supports the below qualifying requirements:

1. State the number of years of experience the media buyer/planner has in digital buying and planning strategy overall.
2. List three (3) clients for which the Agency has provided media planning and buying services within the last three (3) years and a brief description of the services performed.
3. Describe current or previous experience working with institutions of higher education, specifically community colleges if applicable. Include institution name(s), services provided, and years of the relationship.
4. Provide fee and rate structure for media planning and buying services and list of any other charges.
5. Parkland College *requires* the Agency to collect and compile vendor invoices and contracts and submit them on a monthly basis to Parkland Marketing for payment. Individual vendor invoices and contracts are not to be sent directly to Parkland College.

6. Include your review of the strengths, opportunities, weaknesses, and threats that Parkland College should consider in its marketing initiatives.
7. Discuss the media-buying process and provide examples on how the media buyer/planner presents proposed schedules for media buys. The chosen vendor will need to demonstrate experience in emerging digital marketing strategies.
8. Include how your agency will track and report ad performance analytics. Parkland requires at least one quarterly review and planning meeting to ensure campaign strategy is on track and meets ad performance objectives.
9. Provide information about the Agency team structure and team member backgrounds that will directly support Parkland College.
10. Parkland Marketing requires a 30-minute weekly call to discuss campaigns. How will your agency staff the team to support these calls?
11. Include partnerships with specialized agencies (SEO, multi-media, database, etc.) that would influence service to Parkland College.
12. Agencies are invited to include additional information not requested above, if believed to be useful and applicable to this Request for Proposal.

#### **Termination Clause**

Parkland College may terminate this agreement with its selected vendor for any reason, giving the vendor 60 days' written notice. The vendor may terminate this agreement with Parkland College for any reason, giving the College at least 60 days' written notice.

#### **Business Enterprise for Minorities, Females, and Persons with Disabilities**

Consistent with the Business Enterprise for Minorities, Females, and Persons with Disabilities Act, 30 ILCS 575/0.01, *et seq.* (the "Act"), it is the policy of Parkland College to foster and encourage the continued economic development of minority-owned businesses, female-owned businesses, and businesses owned by a person with a disability.

When Parkland College is required to competitively bid a contract, the bid documents shall additionally require all potential bidders to submit their name, the bid amount, a statement confirming whether the bidder is including in its bid work to be performed by certified minority-owned businesses, female-owned businesses, and businesses owned by a person with a disability.

Are you certified as a minority-owned, female-owned, or person with a disability-owned business?

Yes \_\_\_\_ No \_\_\_\_