

WOR-WIC

COMMUNITY COLLEGE

REQUEST FOR PROPOSALS Digital Advertising Services

ADDENDUM ONE 4/6/2026

The following statements, questions and answers are hereby incorporated into and are considered to be an integral part of Wor-Wic Community College's Request for Proposals for Digital Advertising Services.

	Questions	Answers
1	Can the College provide guidance on the anticipated annual media spend budget, or a range, to ensure proposed strategies and management structures are appropriately scoped?	The college's total annual advertising budget was \$292,000 (FY26), \$289,000 (FY25) and \$256,000 (FY24). The FY27 budget has not been approved yet, but \$305,000 was requested.
2	Could the College provide a general range for anticipated annual digital media spend and associated agency fees to help ensure alignment with scope and resourcing?	The college has spent the following for combined media and agency fees for digital ad services: \$48,000 (to date in FY26), \$37,000 (FY25), \$24,500 (FY24), \$38,000 (FY23). FY26 had an additional \$10,000 and FY23 had an additional \$14,000 in grant funds for advertising.
3	What is planned for their direct spend to Google, Meta, or other platforms? What are the respective direct spend budgets for each digital marketing platform (Facebook, Instagram, LinkedIn, YouTube, Google, etc.)?	Please see answer above to question #2. How each amount was split out among platforms is unknown. The college is looking for recommendations from the awarded vendor for how the campaigns should be split out among platforms.
4	Will the college consider tiered budget recommendations and if so, what is the minimum threshold?	Yes. General guidelines for a minimum threshold are in question #2.
5	How do you currently prioritize and allocate budget across your target audiences – is the goal to execute separate campaigns for each segment (e.g. high school students, adult learners, veterans, etc)?	Campaigns are usually run based on a specific event or time of year, such as open enrollment, continuing education terms, open houses, etc. Target audiences are determined based on the campaign messaging and the goals of the campaign.
6	Is there a current digital advertising vendor providing these services, and if so, will they be permitted to respond to this RFP?	Yes, the current vendor has the opportunity to submit a proposal.

7	Does the College currently work with an agency or vendor for digital advertising services? If so, are there areas of the current approach that are working particularly well, as well as areas where the College is seeking improvement or new capabilities?	Yes, the college has been working with a vendor for the past four years. Communications with the firm are good and reporting is good. The college is not maximizing the capabilities of the current vendor and is looking to improve and expand the capabilities of our efforts. The past spend with the current vendor exceeded our procurement policy threshold so we are now going out on bids for this service.
8	Are there existing campaigns currently running that the new vendor would inherit or will this be a fresh start?	Campaigns will be wrapped up with the current vendor by June 30, 2026. The college will begin working with the new vendor July 1, 2026.
9	Could you describe the current composition of WorWic's internal marketing team and their typical level of involvement in campaign approvals and creative development?	The marketing director is involved in all campaign approvals and creative development. The marketing team consists of: director of marketing (orders and designs the ads and works directly with the vendor); marketing coordinator (provides graphic design services for the director); visual resources coordinator (provides video and photography services for the director); and administrative associate (coordinates requisitions and payment for the director).
10	The RFP references that brand standards and creative assets "may be available." Can you confirm what creative assets will be provided to the selected vendor, and whether the College expects the vendor to develop net-new creative from scratch?	Creatives (digital layouts, video) are developed and provided by the college's marketing department. Brand standards are available for the vendor, if needed. Separate pricing for creative services will be requested from those bidders who advance to the pricing stage of the RFP. Pricing must not to be included in the Technical Proposals.
11	Will the selected vendor have access to historical campaign performance data, CRM inquiry data, or enrollment analytics to inform strategy from day one, or will the engagement begin without prior baseline data?	This information can be provided to the awarded vendor.
12	Will the selected agency be responsible for full media planning, buying, and optimization across all digital channels include development of creative assets or are any elements currently managed internally?	The college is looking for the vendor to make recommendations for digital advertising planning, buying and optimization. Creatives (digital layouts, video) are developed and provided by the college's marketing department. See answer to #10 above.

13	Will you consider agencies that are out-of-state? We are located in Nevada but recently registered via EMMA to do business in the state of Maryland.	There is no location restriction on this RFP. All proposals will be scored on qualifications and experience providing services that align with the scope of work and other requirements in the RFP.
14	How is Wor-Wic defining its near- and long-term growth priorities, and what business objectives should guide how we architect your media strategy?	The college's Strategic Plan and newly developed Strategic Enrollment and Retention Management plan will assist the department in determining priorities. Our current Strategic Plan, which ends in June 2026 is accessible at https://www.worwic.edu/about-wor-wic/strategic-planning/ The new plan, that begins in July 2026, will posted when it is approved.
15	Are there specific technology, media, or data partners we should plan to integrate with or maintain continuity with?	No.
16	Since Executive Order (E.O. 14173) revoked E.O. 11246, are the Declarations in section D on page 17 going to be amended to reflect that only the clauses in E.O. 14173 apply?	This RFP is subject to the current laws of the State of Maryland and the United States of America. Please use the updated Project Proposal Form attached.
17	Is a Bid Bond required?	No, not for this RFP.
18	What application management system do you use? What level of integration would you like to see between digital marketing campaigns and said system?	The college uses Ellucian Recruit. We have not integrated campaigns with this system. We are looking to see applications to enrollment conversions and inquiry to application rate with the new vendor.
19	What percent increase in enrollment would you deem a success at the end of this campaign?	The college has three goals to reach: an unduplicated headcount of 10,000 (we are at 7,545); a full-time goal of 26% (we are at 19%); and a graduation goal of 55% (we are at 31.8%). The overall college budget is based on increasing our FTE enrollment by 9% from FY 26 to FY 27 for both credit and non-credit enrollments.
20	Does Wor-Wic have existing audience research or personas for key segments (adult learners, workforce, dual enrollment)?	Yes, this data can be provided to the awarded vendor.
21	Which workforce programs or certifications are the highest priority for enrollment growth?	Current priorities include 7-week term, dual enrollment, transfer pathways and workforce partnership efforts.
22	How do you define success for workforce vs. credit programs (leads, enrollments, employer partnerships)?	In Maryland, we get credits for full-time equivalents in both credit and non-credit programs.

23	For campaign development, is there an existing brand platform or brand guidelines that the campaign should fit under?	Yes. Brand guidelines are available for the awarded vendor.
24	What creative concepts /assets currently exist, and what level of creative development is expected from the partner?	Creatives (digital layouts, video) are developed and provided by the college's marketing department. See answer to #10 above.
25	We understand you are looking for a partner to help recommend media investment levels:	
26	a. Is there a planned annual or campaign-level investment range, or should recommendations be built from zero-based planning?	General guidelines for a minimum threshold are in answer to #2 above.
27	b. Are there any parameters that may guide such recommendations, e.g., specific enrollment goals, fiscal year dates, past media investments, etc.	General guidelines are addressed in answers to #2 and #19 above.
28	c. Are there targeted CPL/CPA benchmarks or enrollment targets we should optimize toward?	The college has three goals to reach: an unduplicated headcount of 10,000 (we are at 7,545); a full-time goal of 26% (we are at 19%); and a graduation goal of 55% (we are at 31.8%). The overall college budget is based on increasing our FTE enrollment by 9% from FY 26 to FY 27 for both credit and non-credit enrollments.
29	d. What historical performance data (if any) can be shared to inform projections?	Past campaign performance data is available for the awarded vendor.
30	e. Do you expect a general media budget allocation or by campaign / phase?	By campaign.
31	Is Wor-Wic looking for an analytics partner to upgrade your measurement strategy? Or are you expecting a partner to work within your own analytics structure to drive performance?	The college is looking for an analytics partner.
32	What systems (CRM, application platforms) will we integrate with for tracking and attribution?	The college does not currently integrate with its CRM platform, Ellucian Colleague CRM Recruit. To integrate, the college would set up the forms or landing page to work with the fields in the CRM, but we may ask the awarded vendor to do the analysis or help match up the field names.

33	Should the vendor assume responsibility for both strategy and production of creative?	The college is looking for strategy recommendations from the vendor. Creatives (digital layouts, video) are developed and provided by the college's marketing department. See answer to #10 above.
34	For a typical campaign, what is the expected volume of creative assets (e.g., number of static ads, video assets, copy variations)?	Creatives (digital layouts, video) are developed and provided by the college's marketing department. Wor-Wic develops and provides the creatives recommended by the vendor. A typical campaign has seven static ads and one video. Copy usually has one edit.
35	Are campaigns typically audience-specific, program-specific, or overlapping across both?	Campaigns overlap. Most are a generic message (not program specific) to encourage enrollments. Targeting varies: Our non-credit messaging focuses on adult learners and residents re-entering the workforce or looking to upgrade their skills. Dual enrollment messaging focuses on high schoolers and their parents.
36	Should video be assumed as a core deliverable across campaigns, or used selectively? Will the college provide raw footage, or should the vendor plan for full production capabilities?	Wor-Wic will provide video as needed and as recommended by the vendor. The marketing team at Wor-Wic has a staff videographer.
37	What are the primary KPIs for success, and are there benchmark targets the college expects vendors to achieve?	Primary indicators include website traffic, ad impressions, views, reach, click-through rate, landing page conversion rate, form fill/inquiries, applications started/completed and enrollment data.
38	What is the expected frequency and format of performance reporting?	Reporting is desired at the end of each campaign with an annual report desired at the end of the fiscal year. A real-time performance portal is also helpful.
39	What are your current pain points regarding digital marketing?	The college is under utilizing our current CRM (Ellucian Colleague CRM Recruit) and needs assistance with it. Assistance with building a stronger understanding of digital marketing strategies and how they are implemented is desired. The college wants to include data analysis for converting prospects to completed applicants and to enrolled students.
40	Do you own your ad accounts?	No

41	Do you have resources in-house to produce creative assets or will you outsource this to the agency?	Creatives (digital layouts, video) are developed and provided by the college's marketing department. See answer to #10 above.
42	What capabilities do you have internally?	The college has internal department that handle graphic design, webpage design, social media, photography, videography and IT support services.
43	Do you require the agency to design and develop campaign landing pages? If not, please provide a link to a current landing page.	Most campaigns are directed to pages on the college's website. The college's IT department can create landing pages.
44	What platforms are you currently using for digital marketing (e.g., Google Ads, Meta, LinkedIn, programmatic vendors)?	Meta, LinkedIn and YouTube are used in addition to site retargeting and geotargeting tactics.
45	What analytics platforms are currently in use (Google Analytics, etc.)?	Platforms include Looker Studio and Meta/Facebook.
46	What CRM system do you use?	The college uses Ellucian Colleague CRM Recruit in student affairs for applications to credit programs, but currently there is not a connection to marketing. We would like that to change. See answer to #32 above.
47	Would you like campaigns to be structured around individual programs, bundled by theme (e.g., business, healthcare, undergraduate, graduate, online), or a mix of both?	The college is looking for recommendations from the vendor. Most of the current strategy focuses on college-wide messaging (not program specific) to encourage enrollments. We also run campaigns to promote non-credit registration and events. The college is creating a Strategic Enrollment and Retention Management Plan where it's possible that targeted areas will be identified for promotions.
48	If you seek a program specific approach, how many programs?	While the college may identify areas needing additional promotions, we are looking for recommendations from the vendor. Most of the current strategy focuses on broad, college-wide messaging (not program specific) to encourage enrollments. The college has seven pathways of study.
49	What is the number one quality you are looking for in a new agency?	The college is seeking a partner to improve the understanding and performance of digital advertising integrate campaigns with our CRM.
50	Does Wor-Wic have existing brand assets, ad creative or style guidelines available to vendors?	Yes. It will be shared with the awarded vendor.

51	What role do employer partnerships play in driving enrollment for workforce programs?	The college has program advisory committees with industry leaders/partners, and has good relationships with the local chambers and economic investment boards, as well as our K-12 partners. The continuing education division has workforce partners.
52	Are workforce campaigns inclusive of college's fiscal marketing budget or are they subsidized by grant funding?	They are inclusive of the advertising budget, but some grant funds have been available over the years.
53	Do you have an existing Marketing Plan? Is that marketing plan all-encompassing (traditional marketing as well as digital marketing)?	The college is working on a marketing plan that will include traditional and digital efforts.
54	Do you have existing assets that they would like us to use for upcoming campaigns. Do you already have videos, photos, and graphic elements that we would be using for such campaigns, or would you like for us to provide all of the above items for the planned campaigns?	Creatives (digital layouts, video) are developed and provided by the college's marketing department. See answer to #10 above.
55	For clarification: for this round of response (technical proposal) you are only expecting us to demonstrate our capabilities in each of the areas that will support execution of campaigns, correct?	The technical proposal should demonstrate the vendor's qualifications and experience delivering upon the scope of work included in the RFP. The proposal format shall follow Section 4: Submittal Format. Pricing is not permitted in the technical proposal.

END OF ADDENDUM ONE

PROPOSAL FORM 2 – PROJECT PROPOSAL

To Whom It May Concern:

I/We _____

of _____

The undersigned, after having examined the RFP prepared by Wor-Wic Community College, do/does hereby offer to provide services in accordance with RFP – Digital Advertising Services including addenda issued prior to date of receipt of Proposals which is/are acknowledged via signature below.

A. SUBMITTAL OF PROPOSAL

By submitting a Proposal, the undersigned also hereby agrees that from its review of the RFP and the attachments, the firm fully understands the intent and purpose of the documents and conditions of submitting a Proposal. Claims for additional compensation and/or extensions of time because of the firm's failure to follow the foregoing procedure, and to familiarize itself with the contract documents and all conditions which might affect the work, will not be allowed.

B. ACCEPTANCE OF PROPOSALS

The undersigned agrees that this Proposal may be held by the College for a period not to exceed 120 days from the date stated for opening of Proposals. If written notice of acceptance of this Proposal is mailed, telegraphed or delivered to the undersigned within the time noted above, after the date of the opening of Proposals, or at any time hereafter before this Proposal is withdrawn, the undersigned agrees that it will execute and deliver a contract in the form prescribed by the College in accordance with the Proposal as accepted. It is understood and agreed that the College reserves the right to award the contract in its best interests, to reject any and all Proposals, to waive any informalities in the Proposals, and to hold all Proposals for the period above noted.

C. TIME FOR COMPLETION OF WORK

The undersigned agrees, if awarded the contract, to complete the contract work within the time frame specified within the RFP.

D. DECLARATIONS

We/I the undersigned firm, declare that the only person, firm, or corporation, or persons, firms or corporations, that has or have any interest in the Proposal, or in the contracts proposed to be taken, is or are the undersigned. The undersigned also certifies that this

Proposal is made without previous understanding, agreement or connection with any person, firm or corporation submitting a Proposal for this same project and is, in all respects, fair and without collusion or fraud.

We/I the undersigned firm, agree:

a) not to discriminate in any manner against an employee or applicant for employment due to age, race, color, religion, sex, creed, national origin, marital status, ancestry, gender, genetic information, physical or mental handicap unrelated in nature and extent so as reasonably preclude the performance of such employment, status as an individual with a disability, veteran, sexual orientation, or any other status as protected by law; and

b) to inform and instruct its employees that all forms of sex discrimination, sexual harassment and sexual misconduct are expressly prohibited, that employees who have been or are being subjected to sex discrimination, sexual harassment or sexual misconduct or who are aware of another who has been or is being subjected to such actions shall immediately notify Vendor's management, that retaliation for reporting any such conduct is expressly prohibited and that the Vendor will take timely and appropriate action against any of its employees who commit such prohibited acts; and

c) above the provisions (a) and (b) above apply in any subcontract for standard commercial supplies or raw materials; and

d) to post and to cause subcontractor to post in conspicuous places to employees and applicants for employment, notices setting forth the substance of this clause.

Failure to comply with the terms of this section shall be considered just cause under Termination for Default.

Vendor is notified that they may be subject to the provisions of 41 CFR Section 60-300.5(a); 41 CFR Section 60-741.5(a); 41 CFR Section 60-1.4(a) and (c); 41 CFR Section 60-1.7(a); 48 CFR Section 52.222- 54(e); and 29 CFR Part 471, Appendix A to Subpart A with respect to affirmative action program and posting requirements. All vendors and subcontractors shall abide by the requirements of 41 CFR 60-741.5(a). This regulation prohibits discrimination against qualified individuals on the basis of disability, and requires affirmative action by covered prime contractors and subcontractors to employ and advance in employment qualified individuals with disabilities, and 41 CFR 60-300.5(a). This regulation prohibits discrimination against qualified protected veterans and requires affirmative action by covered prime contractors and subcontractors to employ and advance in employment qualified protected veterans.

We further maintain that we (both firm and principal employees) are in good standing with both Federal and State agencies, as no contract shall be made to parties listed on the General Services Administration's List of Parties Excluded from Federal Procurement or Non-procurement Programs in accordance with E.O.s 12549 and 12689, "Debarment and Suspension." This list contains the names of parties debarred, suspended, or otherwise

excluded by agencies, and contractors declared ineligible under statutory or regulatory authority other than E.O. 12549.

We maintain by signing below that we will not and have not used Federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or any employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award covered by 31 U.S.C. 1352 (Byrd Anti-Lobbying Amendment).

We acknowledge by signing below that if awarded the bid, we will give the U.S. Department of Education, the Maryland Higher Education Commission, and/or the Legislative Auditor, through any authorized representative, the right of access to, and the right to examine all records, books, papers, or documents related to the evaluation of the grant, if requested.

E. ACKNOWLEDGEMENT OF ADDENDUM(S)

We acknowledge receipt of the following Addendum(s):

No. _____, Dated _____ No. _____, Dated _____

No. _____, Dated _____ No. _____, Dated _____

SIGNATURE OF FIRM

If submitted by an individual, partnership or non-incorporated organization:

_____ By _____
Firm Name Signature of Firm Representative

_____ _____
Business Address Title of Firm Representative

Names and Addresses of Members of Firm

Dated this _____ day of _____, 2026.

IF SUBMITTED BY A CORPORATION: (Please sign and attach the previous two pages of Proposal Form I that contains the terms and acknowledgements.)

Firm Name

By _____
Signature of Individual Representing Corporation

Business Address

Title of Individual Representing Corporation

County _____ State of Corporation _____

Names and Addresses of Officers:

Business Address

President

Business Address

Secretary

Business Address

Treasurer

Dated this _____ day of _____, 2026.

Small Business _____ FEIN: _____

Female Owned Business _____ DUNS: _____

Minority Business _____ Approved Minority DOT #: _____