

### Addendum Marketing Services RFP – Q & A

The following Marketing Services RFP responses are provided for clarification purposes only and do not modify the requirements, terms, or conditions of the RFP unless formally issued through an addendum.

\*The deadline for inquiries is Monday, April 6, 2026, until 4 p.m. Mountain Standard Time.

#### 3-23-2026

- **Internal Team Scope** *Can you describe the size and primary focus of the internal marketing team so we can appropriately scope supplemental support?*
  - **Answer:** The Western Dakota Technical College Marketing Team consists of a Marketing Director and a Marketing and Website Coordinator. The team focuses primarily on enrollment marketing, advertising strategy, brand management, website oversight, and internal design support.
  
- **Budget** *Is there an existing budget framework we should be proposing within? Even a range may be helpful.*
  - **Answer:** For planning purposes, respondents may assume an approximate budget of \$375,000 allocated for advertising and related professional services.
  
- **Previous Assets** *We assume that if a new agency of record is chosen, they will have access to previous creative assets, photos, videos and any historic advertising data. Is that correct?*
  - **Answer:** Yes. The selected agency will have access to the assets, photos, videos, and advertising data owned by the college.
  
- **Brand Scope** *Is a comprehensive rebranding initiative anticipated within the contract period, or is brand support expected to be primarily evolution of existing standards?*
  - **Answer:** The current brand will remain in place through 2027. A new brand is planned to be unveiled in 2028 in conjunction with WDTC's 60th anniversary.

**3-30-2026**

- *What is that anticipated budget or not to exceed amount for this engagement? Or are you looking for hourly rates to support a retainer-based model?*
  - **Answer:** Regarding budget, for planning purposes only, respondents may assume an approximate annual budget of \$375,000 allocated for advertising and related professional services. This figure is provided as a general guideline and should not be interpreted as a guaranteed or fixed amount. Respondents should refer to the “Evaluation and Scoring” section of the RFP, specifically the criteria related to cost structure and overall value, for additional context on how pricing will be reviewed.
  
- *What is the level of media spend that you would anticipate to be managed under this scope?*
  - **Answer:** For planning purposes only, respondents may assume an approximate annual budget of \$375,000 for advertising and related professional services. This is a combined estimate and not a fixed or guaranteed amount. WDTC is not prescribing a specific allocation between media spend and professional services as allocations may vary. Respondents should refer to “Cost Structure and Overall Value” in the “Evaluation and Scoring” section of the RFP.
  
- *What CRM are you currently using?*
  - **Answer:** WDTC currently utilizes Salesforce as its CRM platform.
  
- *Is there an incumbent agency that has been working with you prior to this RFP? Have you had conversations with agencies prior to the RFP release?*
  - **Answer:** Yes, the WDTC has worked with an agency prior to issuing this RFP. To ensure the integrity of the procurement process, no substantive, preferential, or evaluative discussions regarding this RFP were held with any agency prior to its release. Any communications that did occur were limited to general inquiries, such as anticipated timing or requests for notification upon release, and were handled in a consistent manner to support an open and competitive process.

- *What are the top 3 institutional priorities this engagement is expected to impact (enrollment growth, program mix, brand repositioning, etc.)?*
  - **Answer:** This engagement is expected to support institutional priorities including increasing student enrollment, strengthening overall brand awareness and recognition, and enhancing the perception and value of technical education within this region.
  
- *What specific enrollment challenges are you trying to solve (declining apps, yield, awareness, program fill rates)?*
  - **Answer:** WDTC continually seeks to strengthen enrollment outcomes, including overall enrollment levels, program-specific enrollment as needed, and general market awareness. Specific challenges may vary throughout time and by program area.
  
- *What would define success in the first 12 months?*
  - **Answer:** Success within the first 12 months will be evaluated based on measurable progress against established benchmarks, which may include improvements in brand perception, increases in enrollment, and other agreed-upon performance indicators developed in collaboration with the selected vendor.
  
- *How are you currently measuring marketing ROI and performance?*
  - **Answer:** WDTC evaluates marketing performance using a variety of metrics, which may include enrollment trends, digital advertising performance, website analytics, conversion activity, and other relevant engagement indicators. Specific methodologies may evolve over time.
  
- *What prompted issuing this RFP now—what isn't working today?*
  - **Answer:** This RFP is being issued as part of the WDTC's standard procurement practices following the conclusion of a previous contract. The intent is to ensure a competitive process, evaluate available service offerings, and assess overall value. Additionally, WDTC is preparing for its 2027-2032 [end date corrected 4-7-2026] Strategic Plan.

- *What capabilities exist internally vs. expected from the partner?*
  - **Answer:** WDTC maintains internal capabilities in areas such as news and media relations, social media management, select design work, event/social media photography, and website updates. The selected partner is expected to complement and enhance these internal resources.
  
- *What marketing functions are non-negotiable in-house vs outsourced?*
  - **Answer:** Certain functions are currently performed in-house, as noted above; however, WDTC reserves the right to request support from the selected vendor in these or other areas as needed. Final scope will be determined based on institutional needs and the selected proposal.
  
- *Are there priority areas (e.g., digital lead gen vs. brand work)?*
  - **Answer:** Areas of emphasis for this engagement may include advertising strategy and placement, search engine optimization, brand development, video production, professional photography, and supplemental design services. Priorities may be refined in collaboration with the selected vendor.
  
- *Are you actively planning a full rebrand, or just refinement?*
  - **Answer:** WDTC is exploring the potential for a comprehensive brand refresh in alignment with its 2027-2032 [end date corrected 4-7-2026] Strategic Plan and the college's 60th anniversary in 2028. The scope and timing of any rebranding efforts will be determined at a later date.
  
- *What research has already been conducted (brand perception, audience insights)?*
  - **Answer:** At this time, WDTC has not conducted a recent comprehensive brand perception or audience research study. Opportunities for research and insights development will be considered as part of this engagement.
  
- *Can you provide more detail regarding email support requests; are those emails to be deployed within a specific email system or are these managed within the selected vendor's system?*
  - **Answer:** Prospective student marketing emails are currently deployed using Jenzabar and Microsoft Outlook. Western Dakota Technical College (WDTC)

has also previously utilized platforms such as Mailchimp and Constant Contact. The selected vendor may be asked to collaborate within existing systems or recommend alternative approaches, which would be subject to approval, as appropriate.

### 3-31-2026

- *Our interpretation of this RFP is that you are asking less for a specific scope of work and more for an explanation of our ability to support the different areas of this scope. Is that accurate? And, if we are correct in our interpretation that this scope is to be seen as variable, could you please describe what is anticipated in response to the request for timeline and pricing?*
  - **Answer:** Yes, WDTC is seeking a demonstration of the vendor’s ability to support the scope of services outlined in the RFP, rather than a fixed scope of work. For timeline, respondents should provide estimated turnaround times from request to initial proof/draft deliverables. For pricing, respondents should outline their proposed cost structure and approach to delivering overall value. Please refer to the “Evaluation and Scoring” section of the RFP for additional details on how pricing will be evaluated.
  
- *The scope includes "brand development or rebranding" and "visual identity". To what extent is this envisioned? For example, does this include the creation of a new institutional logo and mascot, or is the focus on refreshing existing brand guidelines and messaging?*
  - **Answer:** WDTC is exploring the potential for a comprehensive brand refresh in alignment with its 2027–2032 Strategic Plan and the college’s 60th anniversary in 2028. The specific scope, including whether elements such as a new logo or mascot are included, has not yet been determined and will be defined at a later date.

- *Regarding "community perception or awareness research," what is the expected scale (e.g., number of respondents) and frequency (e.g., an annual study vs. a one-time baseline)?*
  - **Answer:** WDTC welcomes vendor recommendations regarding the appropriate scope, methodology, and frequency of research needed to inform the FY 2026–27 marketing strategy, the potential future strategies throughout the agency contract period, and enhance community perception.
  
- *The RFP asks for strategy, design, and deployment for email and direct mail. Will WDTC provide the contact lists (e.g., prospective student names), or is the agency expected to handle "name acquisition" and list purchasing? Is the "email strategy" focused on high-funnel prospecting or mid-funnel lead nurturing within an existing CRM?*
  - **Answer:** WDTC may provide existing contact lists, if appropriate. Name acquisition and list purchasing may also be considered on a limited basis. Email strategy, if requested, may include both high-funnel prospecting and mid-funnel lead nurturing, depending on campaign objectives.
  
- *Does the request for "on-page recommendations" and "performance monitoring" apply to the entire wdt.edu domain or a specific subset of recruitment-focused landing pages?*
  - **Answer:** WDTC is currently developing a new website. Performance monitoring and on-page recommendations will be considered for both the overall wdt.edu domain and selected recruitment-focused landing pages.
  
- *"Advertising Production," is the agency expected to produce all-new video and photography assets (e.g., television and radio commercials), or will we be adapting existing WDTC creative assets into new formats?*
  - **Answer:** WDTC maintains a library of existing professional video and photography assets that may be utilized. Additional new assets may also be

required. If the agency offers in-house production services, this may be included in the proposal.

- *Section D mentions "Evaluation and Scoring", but our internal notes indicate a 40-page limit. Given the requirement for "resumes for team members" and "documentation of all licenses", would WDTC prefer abridged staff bios within the page count, or can full resumes be included as an appendix that does not count toward the limit?*
  - **Answer:** WDTC prefers that respondents include abridged staff bios within the established page limit.
  
- *Are there any known brand challenges or inconsistencies today?*
  - **Answer:** WDTC continues to address common perceptions associated with technical education, including misconceptions about academic rigor and external influences that favor four-year pathways. There is an ongoing focus on strengthening brand consistency and alignment internally and externally.
  
- *Should this engagement help prepare for the 2028 rebrand?*
  - **Answer:** Yes, this engagement is expected to support and inform a potential comprehensive brand refresh aligned with WDTC's 2027–2032 Strategic Plan and its 60th anniversary in 2028.
  
- *Have you performed any brand research in preparation for the rebrand?*
  - **Answer:** WDTC has not conducted a recent comprehensive brand perception or audience research study. Opportunities for research and insights development will be considered as part of this engagement.
  
- *What does an ideal agency partner look like to your team?*
  - **Answer:** An ideal agency partner for Western Dakota Technical College demonstrates a strong understanding of the College's mission, audiences, and enrollment goals, and can deliver effective, measurable marketing

strategies. The College seeks a partner with relevant experience, creative and strategic expertise, and the ability to execute integrated campaigns across channels. The agency must be responsive, transparent, and accountable, adhere to timelines and budgets, use data to inform decisions, and collaborate effectively while complying with all applicable policies and standards.

- *What has not worked well with past partners?*
  - **Answer:** This RFP is being issued as part of the WDC's standard procurement practices following the conclusion of a previous contract. The intent is to ensure a competitive process, evaluate available service offerings, and assess overall value. Additionally, WDC is preparing for its 2027-3032 Strategic Plan.

#### **4-6-2026**

- *Are you willing to share what your total annual marketing budget has been in past years?*
  - **Answer:** *Regarding budget, for planning purposes only, respondents may assume an approximate annual budget of \$375,000 allocated for advertising and related professional services. This figure is provided as a general guideline and should not be interpreted as a guaranteed or fixed amount. Respondents should refer to the "Evaluation and Scoring" section of the RFP, specifically the criteria related to cost structure and overall value, for additional context on how pricing will be reviewed.*

#### **4-7-2026**

- *Can you describe how marketing decisions are typically made internally, and who, beyond the Marketing Director, has approval authority over campaigns and brand decisions?*
  - **Answer:** Marketing decisions are developed by the Strategic Communications and Marketing Department in alignment with institutional priorities. Final approval is provided by the President or designee, with input from key stakeholders as appropriate.

- *Who do you consider your primary competitors for prospective students, and how do you believe those institutions currently position themselves relative to WDTC?*
  - **Answer:** There are a variety of technical colleges, community colleges, and universities that also recruit both high school graduates and non-traditional students. Western Dakota Technical College (WDTC) focuses on serving students seeking accessible, career-focused education that leads directly to high-demand, great-paying careers and meets regional workforce needs.
  
- *Which student audiences does WDTC most want to grow? (such as traditional youth base, adult learners, career changers, employer-sponsored students, or dual enrollment)*
  - **Answer:** WDTC seeks to strategically grow enrollment across multiple student segments, including traditional high school graduates, adult learners, career changers, those looking to up-skill, employer-sponsored students, and dual enrollment participants. Priority audiences and growth strategies will be informed by enrollment data analysis, labor market needs, and findings from upcoming research efforts, including prospective student surveys. The selected agency would collaborate with WDTC to align marketing strategies with the College's 2027–2032 Strategic Plan and evolving workforce demands.
  
- *How would your faculty, staff, and current students describe WDTC to a friend in one sentence?*
  - **Answer:** While perspectives may vary across individuals, WDTC's mission provides a consistent and institutionally approved representation of the college: *Western Dakota Technical College prepares students to be highly skilled professionals through accessible, career-focused programs that improve lives, meet workforce needs, and positively impact our communities and economy.*
  
- *Are there any existing software or media contracts through July 1, 2026, that need to be continued?*
  - **Answer:** Yes. Current agreements include a CMS/website and hosting contract through November 2028, billboard contracts through 2026–2027, and an email platform subscription through November 2026.

- *What is the selected agency's role in the current website rebuild, if any?*
  - **Answer:** WDTC has contracted a vendor to lead the technical development and implementation of the website rebuild. The selected agency will play a key role in supporting marketing strategy as it relates to the website. This may include collaboration with WDTC's Marketing Department on campaign-driven landing pages, user experience considerations, content strategy, and alignment with broader digital marketing initiatives.

**-RFP inquiries are now closed, per the RFP deadline.**