

**Addendum #1 to RFP #01062011**  
**Brand Study**  
**McHenry County College**

This Addendum is being sent in response to the inquiries from potential bidders. This Addendum constitutes changes to the specifications as sent out in the original RFP and other pertinent information shared with all vendors. All changes and information listed on this Addendum should be considered as the official modifications to the specifications and should be included in your proposal with these in mind.

Please acknowledge your receipt of this addendum by attaching a signed copy of the addendum with your proposal response.

Received and acknowledged by: \_\_\_\_\_

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- Q: How supportive is the College community of this effort, and how likely are they to be willing to give up time to provide input?  
A: The internal College community (staff, administration, faculty, etc.) are very supportive and already excited about this opportunity- we're already talking to people about it to get them on board.
- Q: How will you know if this effort is successful?  
A: We'll have finished in the allotted time frame (Sept. 2011), complete with a messaging guide that will include key messages driven from research and that will guide direction of the subsequent phase, which is creating the visual identity (logo, etc.) for the College.
- Q: How flexible are you about the timeframe(s) for Phase I and Phase II, as indicated in the scope of work?  
A: We're flexible about how this happens, as long as it all happens by September 2011. Once we select a partner to work on this effort, we'll have an immediate kick-off meeting, at which time we'll firm up a timeline.
- Q: Is there a reason behind why segments identified for analysis and value proposition segments (p. 11 in document) are not totally the same?  
A: No real reason- the idea is that we may be researching with more groups than those we end up with as actual marketing segments. We will discuss more in-depth with the firm we select.
- Q: Do you have an agency of record that works with MCC?  
A: No, but we have an in-house marketing and public relations department, which will be involved throughout the process.
- Q: On page 14 (bid submission form), if we have another form that is more specific breakdown of services, can we use that?  
A: Yes, submit that, but also please fill out the form on page 14.
- Q: Explain what you mean that a consideration is firm/vendor locale.  
A: We do try to use local vendors when appropriate. However, for such a large project, we will consider any firm that provides a solid proposal of work – as long as they are able to meet with us throughout the process and provide personal service.
- Q: When was the most recent research, related to this project, conducted?  
A: Very limited research (phone survey) in 2009 as part of a community engagement study; 2004 community perception survey, however the College AND community have changed dramatically since then.

- Q: Will the chosen firm be responsible for creating the communications materials necessary to implement the new branding?
- A: No- just a messaging guide at this point.
- Q: Does MCC have the internal resources to launch a new branding campaign once the research is complete?
- A: Yes- we have a full, internal marketing and public relations team.
- Q: Has a budget range for this project been established?
- A: Yes, however we cannot disclose this amount at this time in the process. We ask that based on your recommendation per our scope of services/work, you provide your best price for services.
- Q: What is the approximate budget (a range would be fine) that McHenry has allocated for this project? As you can imagine, these kinds of initiatives are scalable depending on client resources. This is particularly true in terms of the market research portion of the project. If you can identify a budget range that McHenry considers to be a reasonable investment for this project, we can build a program of work to deliver greatest return on that investment.
- A: We are unable to disclose this information at this point in the process. What we suggest is that based on scope of work and services outlined in document, as well as your best practice/recommendation as a firm, provide us a proposal.
- Q: In Phase II Strategy Development, there are two mentions of the phrase “Other as determined.” Because our consulting fee is entirely based on the hours we plan to invest in this project, it will be important for us to know what these “others” are in a more definitive way. Please advise.
- A: Basically, based on background of College, as well as discussions about strategic planning efforts, your firm may decide we’re missing out on a key stakeholder group, which we’d add to this list.
- Q: Please clarify whether or not the final deliverable for this project is an audience-specific Messaging Guide, rather than a tactical marketing plan that identifies a specific set of promotional activities.
- A: Audience-specific messaging guide- YES. Marketing plan with tactics-NO.
- Q: Please identify McHenry County College’s top-five (5) competitors.
- A: MCC doesn’t really have an official top-5 competitors. Our competitors, for the most part, are NOT other community colleges. Rather, they are either four-year colleges/universities, such as U of I or Northern Illinois University, or for-profit, online universities (i.e. University of Phoenix), or for non-credit- private schools (culinary), libraries, or park districts, depending on the course.