

QUESTION & ANSWER ACKNOWLEDGEMENT FORM

TALLAHASSEE COMMUNITY COLLEGE
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Proposal No: RFP 2023-09
Proposal Title: Consulting for Rebranding
Proposal Due Date: July 19, 2023 @ 1:45 p.m. EDST
Proposal Opening: July 19, 2023 @ 2:00 p.m. EDST
Date: July 14, 2023

THIS FORM CONTAINS QUESTIONS SUBMITTED BY PROSPECTIVE RESPONDENTS AND THE COLLEGE'S ANSWERS.

THE QUESTION & ANSWER FORM MUST BE SIGNED BY AN AUTHORIZED COMPANY REPRESENTATIVE, DATED AND RETURNED WITH THE PROPOSAL.

RESPONDENT: Dustin Frost/Candice Grause/Amanda Clements BY: July 14, 2023

ADDRESS: Tallahassee Community College

PHONE: 850.201.8520

Questions from: The Consultancy Inc, NA- Dr. Charlene Ashely	
Question #1	Page 11- reference 2 dates which are contradictory
Answer #1	Addendum #1 was issued to correct the mistake. Due date is July 19, 2023 1:45pm
Question #2	Does the insurance need to be in place prior to the bid being submitted or prior to the start of the contract?
Answer #2	Prior to the start of the contract. However, you have to have the insurance prior to being an approved Supplier for the College.
Question #3	Is the presentation for the short-listed companies similar to a creative pitch?
Answer #3	Yes. It will provide the company the chance to present more detail on their proposal, and for representatives from the College to ask questions for clarification.
Question #4	Can it be done online?
Answer #4	Yes.
Question #5	Please verify what qualifications are being referenced on page 15, can this be detailed?
Answer #5	These are detailed under the Instructions for Preparing Proposals, Part 2.
Question #6	Is there an expected minimum team size and composition against which the percentages will be assigned / scored?
Answer #6	No. The company will be expected to provide adequate staffing and resources to be able to accomplish the project in the time allotted.
Questions from: Tailfin-Shelby Gutenberger	
Question #1	Section 2 mentions 3 written references "letters or forms are acceptable." Is there a reference form we could distribute to clients?
Answer #1	There is no official reference form.
Question #2	There is contact name available in the RFP, only a department name. Is it possible to get a contact name? Would that be you?
Answer #2	All RFPs should be sent to the Purchasing Department, ATTN: Dustin Frost.
Question #3	Also, is FedEx or UPS preferred?
Answer #3	No preference.
Questions from: Red Cactus Marketing- Beatrice Szalas	
Question #1	Does TCC already have a new name in mind, or is it part of the project to develop naming options for testing?
Answer #1	TCC does not have a current name in mind. That is part of the project.
Question #2	Under "Scope of Services," you discuss qualitative research through focus groups. Are you also envisioning any quantitative research as part of the process?
Answer #2	TCC needs to be confident that stakeholder feedback plays a significant role in any recommendation to move to a new name and brand. Focus grouping with those stakeholders (students, faculty and staff, and alumni) is expected. Any other methods a firm would like to use to ensure TCC has the info it needs is at the discretion of the firm.
Question #3	Can you please clarify the timeline: If the selected vendor is conducting research September 1 – October 27, 2023, how would the Identity Recommendations be provided October 31, 2023?
Answer #3	The scope references "Research" as a phase of the project. That does not mean that active research (ex. focus grouping) should be taking place right up until Oct. 27, but rather that that two-month period should be used to gather research and develop the recommendation. The timeline is driven by the College's District Board of Trustees meeting schedule and the 2024 Florida Legislative Session.
Question #4	What is the established budget for this project?
Answer #4	The full project budget has not yet been determined.
Questions from: Sports Media-Emily Moro	
Question #1	I see that we submit the document titled "Addendum," but are there other forms to complete or additional steps needed to take in order to officially place a bid?
Answer #1	Please reference Page 20 of the RFP for Instructions for Preparing Proposals.
Questions from: Salter Mitchell PR-Nipa Eason	
Question #1	What is the budget allocated for this work?

Answer #1	The full project budget has not yet been determined.
Question #2	Is TCC currently working with a communications or marketing agency? If yes, who is the incumbent firm
Answer #2	No. TCC's Office of Communications and Marketing has occasionally worked with outside agencies or contractors on a project-by-project basis, but does not have an agency of record. Most communications and marketing efforts are handled in-house.
Question #3	If audience research reveals a positive perception of the current brand and TCC chooses not to go through a formal rebrand, what creative deliverables will be expected under this contract?
Answer #3	If there is no need for a rebrand, there would be no need to move forward with a new name and logo. However, TCC would still like a complete recommendation and brand strategy/positioning/messaging and identity as the College's brand has not been evaluated in many years. Regardless of the recommendation and decision, TCC would like to use this opportunity to educate itself on how to best proceed given its evolving institutional status and broadening impact in the state.
Question #4	When did TCC last rebrand?
Answer #4	TCC last changed its name (previously 'Tallahassee Junior College') in 1970, and last changed its logo in 2005.
Question #5	Is there a Section 6 missing from this RFP on page 21?
Answer #5	Correct. There is no Section 6.
Questions from: Do Good Communications LLC-Charmaine Martinez	
Question #1	How much is the budget?
Answer #1	The full project budget has not yet been determined.
Question #2	Are they truly open for a change of name?
Answer #2	Yes, the College is very much open to any recommendation as the result of careful research and stakeholder feedback.
Question #3	Do the three letters of recommendation need to be from this calendar year?
Answer #3	No.
Question #4	Can you clarify the scope of work? Does the college require consultation only? Or also development and delivery of creative assets such as logos, websites, social media assets, etc.? If the latter, can you define the assets you'd like produced?
Answer #4	Scope and Deliverables are covered on page 18.
Question #5	Section 6 is missing from the Instructions for preparing the proposal. Is there a section 6 we need to prepare and include?
Answer #5	Correct. There is no Section 6.
Question #6	Regarding the students, are the charter high school students included as part of the audience? Are they considering a differentiation between degree seeking students, certificate students and high school students?
Answer #6	Regarding the first question, TCC is a sponsor of Tallahassee Collegiate Academy, a public charter school with a separate governance, brand and mission. TCA students are not TCC students. However, a firm might choose to interview prospective students from TCA as part of the research phase. Regarding the second question, there is no difference for TCC between our types of students, but the firm should ensure that as part of its research process, feedback is gathered from an appropriate mix of stakeholders based on the College's student body.
Question #7	SUBMITTAL: Proposals must be received by the TCC Purchasing Office by July 31, 2023 at 1:45 pm EDST. - Can you please verify the deadline for the submission of the proposal?
Answer #7	Addendum #1 was issued to correct the mistake. Due date is July 19, 2023 1:45pm
Question #8	Is there a particular goal they are pursuing by changing the name of the college and the branding? A particular target population they want to attract?
Answer #8	Background and Scope are covered on pages 17-18.
Question #9	Do they have a stakeholders map? In the RFP they stated: <ul style="list-style-type: none"> Conduct qualitative research exploring the value proposition and perceptions of TCC among key stakeholders, and sentiment regarding the College and its programs and offerings among

	<p>target audiences, particularly prospective students who make decisions about enrollment. This should include focus groups with students, faculty, staff, and alumni.</p> <ul style="list-style-type: none"> • Are prospective students the key constituency for the project?
Answer #9	Students as well as faculty, staff and alumni are all key stakeholders.
Question #10	<p>Can you please elaborate more on this point?</p> <ul style="list-style-type: none"> • Reaffirm existing evidence of student bias against community colleges among prospective students.
Answer #10	This is a widely held belief and much research has been devoted to it over the years. It is important for the firm to understand the environment community colleges exist in, and to reaffirm this in TCC's own stakeholder sentiment, before proceeding with any recommendations.
Question #11	<p>Clarify the scope of the work, specifically this point</p> <ul style="list-style-type: none"> • Revise secondary marks (College departments, programs, initiatives) to be consistent with College branding, as needed
Answer #11	TCC has more than 30 different divisions, offices, and departments which incorporate the College's name and/or logo as part of their individual identities. These would also need to be updated if there is an overall College name change.
Questions from: Frankel- Ashleigh Flanders	
Question #1	Have you identified a budget for this initiative?
Answer #1	The full project budget has not yet been determined.
Question #2	Is there a maximum number of pages for the response?
Answer #2	No.
Question #3	Is a horizontal layout ok?
Answer #3	Yes.
Question #4	Do you have any existing agency partners? If yes, who are your current partners.
Answer #4	TCC's Office of Communications and Marketing has occasionally worked with outside agencies or contractors on a project-by-project basis, but does not have an agency of record. Most communications and marketing efforts are handled in-house.
Question #5	Have you explored any options for alternative names already?
Answer #5	No.
Question #6	If you have explored any additional names for the college, what options have been considered?
Answer #6	n/a
Question #7	It appears there is no section 6 listed in the outline. Please confirm that is intentional.
Answer #7	Correct. There is no Section 6.
Question #8	So that we can accurately budget/plan, how many secondary logo marks do you anticipate needing once a primary one has been selected?
Answer #8	TCC has more than 30 different divisions, offices, and departments which incorporate the College's name and/or logo as part of their individual identities. That said, TCC's current Identity and Branding Standards utilize the same format for nearly every area to ensure consistency of the College's look and feel. This same methodology is considered a best practice and is recommended going forward.
Question 9	The solicitation mentions 'develop and testing' of a new name, but then there is no mention of testing within the scope of services. Is that something you would want us to consider in the pricing and scope?
Answer #9	Yes. TCC considers testing as an essential and inherent part of rebranding. Any recommendation for a name and logo change should be tested as part of the development process.
Question #10	Who makes up the project rebranding task force?
Answer #10	The task force is comprised of more than 30 TCC employees, students and alumni.
Question #11	Knowing that the legislature isn't meeting until January 2024, is there flexibility in the timeline of implementation if it is not approved?
Answer #11	Yes.
Question #12	Do you anticipate any additional deliverables needed for presenting to the Florida legislature? For example, a pitch deck.

Answer #12	No.
Question #13	Is there opportunity for the selected agency to present to the project task force the findings of the research prior to moving into brand development? Is there flexibility in the timeline to allow for that?
Answer #13	The final due date for a recommendation by October 31 is firm. However, if selected for the project, the agency will have full access to the task force as a resource during the entirety of the process.
Questions from: Quest Marketing and Communications- Sandee Launch	
Question #1	In the above-referenced proposal there is no Section 6. Is that intentional or is there something missing that we need to respond to?
Answer #1	Correct. There is no Section 6.
Questions from: Pace Branding & Marketing- Diana Riser	
Question #1	We are now working with Broward College and I wanted to ensure that our working with them does not prevent us from being considered for the RFP.
Answer #1	No concerns.
Questions from: Push-Kyle Holden	
Question #1	Does TCC have any research partners that they use currently? Are they seeking and/or open to new research partners to provide this insight and information?
Answer #1	TCC does not currently have any contracts with research firms.
Question #2	How many secondary marks do you anticipate needing? Are there specific departments that will need new logos? Will these be sub-brand logos, or unique variations of logos on their own?
Answer #2	TCC has more than 30 different divisions, offices, and departments which incorporate the College's name and/or logo as part of their individual identities. That said, TCC's current Identity and Branding Standards utilize the same format for nearly every area to ensure consistency of the College's look and feel. This same methodology is considered a best practice and is recommended going forward.
Question #3	Pertaining to Scope of Services Section A. Bullet point #4: Can you elaborate on what this means specifically? Are you able to provide some examples of what constitutes a "rebrand communication strategy"? And to what degree you're meaning "implementation plan"?
Answer #3	Should a new name and logo be approved, TCC would like guidance that based on best practices and experience from other institutions on how to implement. For example, how and when should the change be communicated to key stakeholders, what collateral and signage should be prioritized for replacement first, etc.
Question #4	Can you confirm who you deem to be "key stakeholders" and "target audiences"?
Answer #4	Students, faculty, staff and alumni are the key stakeholders and should be considered target audiences for rebranding efforts.
Question #5	Pertaining to Scope of Services Section E. Bullet point #7: If different from a presentation or multiple presentations that cover the noted deliverables, what constitutes a written report, in this case?
Answer #5	At the conclusion of the project, TCC would like all elements compiled into a single report. This will help inform decision-makers on the full scale of the work that has been done.
Question #6	Knowing that the Eagle's are the College's sports teams and mascot, should we also include samples and costs for addressing the name change for Athletics?
Answer #6	The College's mascot is not included in the scope of this project.
Questions from Curley & Pynn-The Strategic Firm- Kacie Escobar	
Question #1	What firms does TCC currently contract with for public relations, marketing communications and advertising services? Are they eligible to bid on this project?
Answer #1	TCC's Office of Communications and Marketing has occasionally worked with outside agencies or contractors on a project-by-project basis, but does not have an agency of record. Most communications and marketing efforts are handled in-house.
Question #2	Will the winning agency have an opportunity to support the "implementation plan framework?"

Answer #2	The College is open to this possibility. Firms are certainly welcome to provide recommendations and pricing for ongoing services.
Question #3	Please clarify expectations regarding the deadlines for delivery of research and identity recommendations as they are outlined in the Scope of Services. The current dates appear to be an error, allowing for just one business day between the delivery of a comprehensive research report and delivery of identity recommendations.
Answer #3	The scope references “Research” as a phase of the project. That does not mean that active research (ex. focus grouping) should be taking place right up until Oct. 27, but rather that that two-month period should be used to gather research and develop the recommendation. The timeline is driven by the College’s District Board of Trustees meeting schedule and the 2024 Florida Legislative Session.
Question #4	Why has the college decided to pursue a branding project before developing its strategic plan? How do you anticipate branding needs might change after the strategic plan is developed?
Answer #4	This project will allow TCC to assess the need for a rebrand of the institution at this time as the result of changes to its student body demographics and significant expansions of its programs, most notably three new bachelor’s degrees that are coming online this fall. This assessment is being sought by leadership of TCC and the District Board of Trustees, who are responsible for both the decision to rebrand as well as the College’s strategic planning process.
Question #5	How does TCC plan to reach the “prospective students who make decisions about enrollment” to involve them in the focus groups?
Answer #5	TCC has excellent relationships with all local school districts as well as a sponsored charter school on its campus. Additionally, the College expects the firm to utilize its available resources and expertise to ensure an appropriate cross-section of prospective students are adequately involved.
Question #6	What research or resources already exist regarding the “existing evidence of student bias against community colleges among prospective students?”
Answer #6	This is a widely held belief and much research has been devoted to it over the years. It is important for the firm to understand the environment community colleges exist in, and to reaffirm this in TCC’s own stakeholder sentiment, before proceeding with any recommendations.
Question #7	From what areas (cities, counties, states, etc.) does TCC currently attract most of its students? From what areas does it hope to recruit more students?
Answer #7	43% of TCC students come to the College from within the service district (Leon, Wakulla and Gadsden Counties) while 57% come from outside of the service district – 15% come from Southeast Florida; 11% come from Southwest Florida; 10% come from central Florida; 9% come from out-of-state or out-of-country; 7% come from Northeast Florida; and 5% come from Northwest Florida.
Question #8	What budget has been allocated for this project?
Answer #8	The full project budget has not yet been determined.
Question #9	How many departments and initiatives must be included in the secondary tier?
Answer #9	TCC has more than 30 different divisions, offices, and departments which incorporate the College’s name and/or logo as part of their individual identities. That said, TCC’s current Identity and Branding Standards utilize the same format for nearly every area to ensure consistency of the College’s look and feel. This same methodology is considered a best practice and is recommended going forward.
Question #10	“Instructions for Preparing Proposals” is missing a Section 6. Please advise if any additional information is required that is not already listed in this section.
Answer #10	There is no Section 6
Question #11	If multiple firms are submitting a proposal as a joint venture, do you need completed forms (dispute disclosure, public entity crimes, etc.) from each firm, or only the principal with authority to negotiate?
Answer #11	Please submit for each firm.
Questions from:	The Ronin Agency- Karen Ableman
Question #1	We noticed beginning on page 20, within the “Instructions for Preparing Proposals” where the RFP submittal sections are detailed, “Section 6” is missing. Is a section missing or will the numbering of this be corrected in an addendum or should we simply skip from section 5 to section 7 (shows on page 21 of the RFP)?
Answer #1	There is no Section 6. Please use the Section # provided.

Question #2	Is there any budget range allocated for the agency work?
Answer #2	The full project budget has not yet been determined.
Question #3	Is there a budget range for the Communications plan?
Answer #3	The full project budget has not yet been determined.
Question #4	For sub-contracted work, such as a research firm to assist in executing the tactics of focus groups, must their pricing be included in the proposer's price, even though the full scope of work (i.e. number of focus groups) is not defined prior to conducting some work-sessions with TCC?
Answer #4	No. TCC only needs to understand the Proposer's services capabilities including through affiliation or subcontractors.
Questions from: 4 Corners Creative-Yvette Ferry	
Question #1	What specific goals does TCC hope to achieve through the rebranding effort?
Answer #1	TCC seeks first to determine and document if a rebrand is warranted and wanted by its key stakeholders, and second, if a rebrand is recommended, to ensure that it will better reflect our evolving institutional status and broadening impact in the state without sacrificing our strong reputation.
Question #2	Who are the primary stakeholders of TCC, and what is their current perception of the college's brand?
Answer #2	Students as well as faculty, staff and alumni are all key stakeholders. TCC has always enjoyed a strong reputation, but their current perceptions of the College's brand is an important element in the scope of this project.
Question #3	What specific challenges or issues does TCC face that may require a rebranding?
Answer #3	There is a lot of evidence in the industry of student bias against community colleges among prospective students, particularly when it comes to them wanting to obtaining a bachelor's degree.
Question #4	Are there any specific requirements or constraints that need to be considered during the rebranding process, such as budget limitations or legal considerations?
Answer #4	The full project budget has not yet been determined and TCC does not wish for it to be a deciding factor in its decision to rebrand. At this time, the only legal consideration the College is aware of is the necessity to seek approval from the Florida Legislature, which is accounted for in the timeline of this project.
Question #5	What are the desired outcomes of the rebranding in terms of improving the College's position and strength in the market?
Answer #5	TCC seeks first to determine and document if a rebrand is warranted and wanted by its key stakeholders, and second, if a rebrand is recommended, to ensure that it will better reflect our evolving institutional status and broadening impact in the state without sacrificing our strong reputation.
Question #6	How does TCC currently differentiate itself from other educational institutions in the market, and how should the rebranding effort enhance this differentiation?
Answer #6	TCC is most often recognized for being the top transfer institution to Florida State University and Florida A&M University, for its agility in offering in-demand workforce training, and for its outstanding reputation. How a rebrand might enhance this is included in the scope of this project.
Question #7	Can you provide any insights into the target audience or demographic that the rebranding should particularly resonate with?
Answer #7	Students as well as faculty, staff and alumni are all key stakeholders and should all be included in consideration of a rebrand.
Question #8	In addition to the name and logo, are there any other visual elements or design components that should be considered as part of the rebranding?
Answer #8	Any necessary variations of the primary mark as well as secondary marks for College departments, programs and initiatives wherever they currently incorporate the College's name and/or logo as part of their individual identities.
Questions from: FRAGA Consulting Group-Jorge Fraga	
Question #1	General Liability and Automobile Insurance with bodily injury and property damage limits is not common for marketing consulting projects. Would you consider waiving the General Liability and/or Automobile insurance requirements?

Answer #1	If work is being provided on TCC campus we require General Liability. We can waive the Automobile Liability, if you or your employees will not be traveling for the services being provided to TCC.
Question #2	Worker's Compensation Insurance is not common for marketing consulting projects. Would you consider waiving the Worker's Compensation insurance requirements?
Answer #2	No, unless you can provide a Workers Compensation Exemption issued by the Florida Department of Financial Services
Question #3	Is there a budget range or funding limit for the TCC Rebranding project?
Answer #3	The full project budget has not yet been determined.
Question #4	Are there any preferences for State of Florida certified Minority and Woman Business Entities during the evaluation of proposals?
Answer #4	No.
Question #5	Are there any existing current marketing contracts or vendors that TCC utilizes that we should be aware of for the TCC Rebranding project?
Answer #5	TCC's Office of Communications and Marketing has occasionally worked with outside agencies or contractors on a project-by-project basis, but does not have an agency of record. Most communications and marketing efforts are handled in-house.
Question #6	Will the selected vendor be able to hold meetings via video conference and only travel and conduct in-person meetings in Tallahassee as needed? Focus group meeting and presentation of deliverable meetings would be examples of in-person meetings, while recurring status meetings would be virtual meetings.
Answer #6	Yes.
Question #7	Are travel expenses to Tallahassee or other locations that are a considerable distance from the vendor's home office reimbursable?
Answer #7	All expenses should be included as part of the proposal's total cost.
Question #8	Are meeting/event and supply expenses for meetings and events, such as focus groups, reimbursable? Examples of meeting/event expenses include the rental of space to hold the meeting, and supply expense examples are flipcharts, polling technology, etc.
Answer #8	All expenses should be included as part of the proposal's total cost.