

Q: Is there a program in place already that we could look over or will this be the first time this type of program will be used?

*A: No, there is not a current plan in place. This will be the first time this program will be used.*

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Q: Is there an estimated budget for this aspect of the project?

*A: No specific budget has been set.*

Q: Do you have an estimate for t-shirt quantities?

*A: We are targeting every public high school student in the state which totals approximately 70,000 students. An important aspect of this effort is communicating to the students based on their current level of engagement with our colleges. Depending on that level of engagement, students may be more/less likely to respond. That will dictate the number of shirts that are sent. We are anticipating 20,000 to 30,000 responses, so the number of shirts would be in this range as well.*

Q: Should we follow any color or design guidelines?

*A: Please provide pricing for one color shirt with the name of the college (one color screen printed) on the center chest of the shirt. Please note, however, that we have multiple colleges that will need to be represented depending on how students respond to the communication campaign. We do not yet know which college students will select and, therefore, do not know the total number of shirts and imprint colors, or sizes.*

Q: Should these be unisex shirts, or do you require men's and women's styles?

*A: We prefer a unisex style.*

Q: Should we plan for a variety of unique shirt designs (e.g., different versions for each campus) or a consistent design across all orders?

*A: Multiple designs that follow the same template. Please provide pricing for one color shirt with the name of the college (one color screen printed) on the center chest of the shirt.*

*Please note, however, that we have multiple colleges that will be represented depending on how students respond to the communication campaign. We do not yet know which college students will select and, therefore, do not know the total number of shirts and imprint colors, or sizes.*

Q: What is the expected frequency of distribution for these shirts?

*A: The vendor should print and distribute shirts on demand as students respond to the marketing efforts. If the vendor needs to cluster distribution, we would like to batch them weekly.*

Q: Please provide numerical data reflecting the current level of interaction between public high school students and ACCS.

- What data platform is currently being used to track interactions?

*A: While ACCS and our colleges currently utilize Salesforce to track student interactions, we are seeking a company to manage these interactions and respond accordingly. The selected company will utilize their own database to send marketing communication, track responses, and send t-shirts.*

- How do students currently respond to marketing messages?

*A: Related to this project, there are no marketing messages already being sent to students. The selected company will create the marketing messages and manage the sending of those messages to the students, track their responses, and send t-shirts accordingly.*

- What is the current percentage of interaction, and what is the anticipated target?

*A: We are targeting every public high school student in the state which totals approximately 70,000 students. An important aspect of this effort is communicating to the students based on their current level of engagement with our colleges. Depending on that level of engagement, students may be more/less likely to respond. That will dictate the number of shirts that are sent. We are anticipating 20,000 to 30,000 responses, so the number of shirts would be in this range as well.*

Q: Regarding providing college specific t-shirts to the students upon inquiry:

- Expected frequency?

*A: on demand until the end of the campaign*

- Student organization/club or individual inquiry?

*A: individual inquiry*

Q: Regarding designing, developing, and deploying print and electronic marketing variable to the segments of high school students identified and variable to the college in which the student has expressed interest:

- Who will serve as the primary POC for each college?

*A: The primary contact will be a team of people from ACCS. We will provide the necessary information for each college to the selected vendor.*

Q: Regarding providing onboarding technical assistance if necessary to utilize tools and services:

- In what ways will ACCS' IT department best support our team during this project?

*A: ACCS Student Success staff and IT staff will assist with providing the names and contact information of the targeted students, the college information necessary for marketing, and assist with building the connection between the selected vendor's database where t-shirt request and student response data are recorded.*

Q: Regarding marketing landing pages:

- Location or platform?

*A: The selected vendor will need to provide the landing page.*

Q: Regarding frequency of reports:

- Quarterly or biannually?

*A: Monthly*

Q: Are there any past partnerships or ongoing relationships with other vendors that could impact bid?

*A: This request is open to all vendors.*

Q: What are the potential risks identified by ACCS?

*A: No specific risks have been identified.*

Q: What is the budget range for this project?

*A: No budget has been set.*

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Q: Is there an intended budget or price range for this scope of work? If so, can you share the breakdown for each item in the scope?

*A: No budget has been set.*

Q: What vendors/partners has ACCS previously contracted with for this scope of work? Is there an incumbent vendor/partner?

*A: This is a new type of project for ACCS, and the project is open to all vendors.*

Q: What are ACCS's most critical goals for the next two years? What is the biggest challenge standing in the way of achieving these goals?

*A: Our most critical goal is to impact the state's workforce by increasing the number of students who are entering higher education and postsecondary training.*

Q: What CRM and SIS/ERP is ACCS currently using? Any other technologies or platforms being leveraged by the admissions/recruitment team?

*A: ACCS and our colleges utilize Ellucian Banner as our SIS/ERP, and each of our colleges utilize their own instance of TargetX/Salesforce as the CRM.*

Q: What is the intended timeline/start date for this work?

*A: Our hope is to have t-shirts distributed to 2025 seniors prior to their high school graduations (mid-May).*

Q: What is the timeline for the proposed services to begin:

*A: Our hope is to have t-shirts distributed to 2025 seniors prior to their high school graduations (mid-May).*

Q: Will t-shirts need to be supplied throughout the entire campaign, or only for a limited timeframe?

*A: T-shirts will need to be supplied to students on demand throughout the campaign. If the vendor needs to cluster distribution, we would like to batch them weekly.*

Q: Are there any required forms we need to complete when submitting the proposal?

*A: No required forms for proposal submission, but the selected vendor will need to submit forms in order to execute the agreement and begin receiving payments from ACCS.*

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Q: In the 'Technical Support and Maintenance' section under Section III: Scope of Services , #1 is "Timely and responsive technical support to address software-related queries and issues." - Is the scope of this support specifically limited to components built to support the marketing efforts and development outlined in this scope of work?

A: Yes

Q: Please explain what "electronic marketing" entails - it is mentioned in #2 under Enrollment Marketing with T-Shirts in Section III: Scope of Services

*A: Emails and texts, at a minimum. Surveys and other forms of communication that the vendor feels would be worthwhile can be included as well.*

Q: What are the current tools you are using for your marketing, recruitment and communication efforts?

*A: Our colleges handle a great deal of their own enrollment marketing efforts individually. Some partner with enrollment marketing companies, and others rely completely on their CRM (TargetX) capabilities. The system office does have some state-wide enrollment marketing efforts that include print, electronic communication, and student landing pages.*

Q: Can a vendor propose to support the TargetX portion only?

*A: Yes. Our preference is to find a company that can provide all the solutions requested, but we will consider a combination of vendors.*