



### **Campaign:**

Farmingdale State College (FSC), SUNY (State University of New York) is looking to recruit prospective students (first-year and transfer students) for the 2024-2025 academic school year. This campaign is to educate prospective students, parents, and school counselors about FSC. The goal is to have prospective students apply to FSC and attend the College.

Farmingdale State College, SUNY (FSC) launched a new brand identity in 2024 and we want to continue to increase brand visibility through various advertising mediums/platforms.

**Length of Campaign:** August 15, 2024 – June 30, 2025

**Budget:** \$74,000, including media buy and management fee. This budget also includes the management of the FSC Google Grants platform. Please provide two plan options:

1. One plan with the agency managing the Google grants platform within the \$74,000 budget.
2. A second plan using the \$74,000 budget but without managing the Google grants platform.

**Location of Campaign:** Long Island, Five Boroughs, New York (Westchester, Rockland, Orange, Putnam, Ulster, Dutchess, Albany-Schenectady-Troy)

**Demographic:** Prospective Students (First-year, Transfer), Parents, and School Counselors

### **Key Time Frames for Consideration**

- Oct, Nov, Dec (HS seniors apply to FSC, fall open houses October 20, 2024 & November 3, 2024)
- Jan (transfer students, target them prior to the start of the spring semester – January 27, 2025)
- Feb, Mar, Apr (college decision timing, yield, tuition deposit, spring open house – April 6, 2025)
- May and June (transfer students push to apply for fall semester, summer at FSC, Summer Session A begins May 27, 2025, and Summer B begins July 7, 2025)

### **Campaign Logistics:**

All creative needs for the campaign may be created in-house by FSC. This includes static digital ads, video, print, and audio assets.

The following videos are available for use by the media buy company. It is not required that any/all of these elements are used in the media buy: <https://www.youtube.com/c/FarmingdaleEdu1912>.

The following web pages can be used for reference information on the campaign.

- FSC Homepage: <https://www.farmingdale.edu/index.shtml>
- About Us Page: <https://www.farmingdale.edu/about/index.shtml>
- FSC Strategic Plan: <https://www.farmingdale.edu/president/eight-for-28.shtml>
- Future Students Landing Page: <https://www.farmingdale.edu/future-students/index.shtml> - we can filter these out to the different audiences on the top. For example, I am a transfer Student, so the transfer portal pops up (<https://www.farmingdale.edu/future-students/?iama=ts>)
- Parents Landing Page: <https://www.farmingdale.edu/parents/index.shtml>
- Parents Admissions Page: <https://www.farmingdale.edu/admissions/parents.shtml>
- Admissions Department Page: <https://www.farmingdale.edu/admissions/index.shtml>

- Incoming Freshman Applicant Page: <https://www.farmingdale.edu/admissions/incoming-freshman-applicant.shtml>
- School Counselor Information Page: <https://www.farmingdale.edu/admissions/counselors.shtml>
- Transfer Services Department Page: <https://www.farmingdale.edu/transfer-services/index.shtml>

**Based on the campaign description above, the Contractor should propose a media plan that includes the following; however, the Contractor agrees to develop a comprehensive media plan for FSC, which shall encompass various marketing and promotional strategies tailored to the specific needs and objectives of the college. This media plan will be a collaborative effort, allowing FSC the flexibility to select elements that align with the college's strategic direction. The Contractor shall provide detailed descriptions and recommendations for each element of the media plan, facilitating a collaborative decision-making process between the parties to ensure the most effective and cost-efficient advertising strategy for the college.**

1. Create a multi-channel media plan that should include the following:
  - a. Google grants management
  - b. Content Targeting
  - c. Website retargeting
  - d. CRM (Customer Relationship Management) targeting of inquiries
  - e. Geofencing
  - f. Digital advertising platforms (Facebook, Instagram, etc.)
  - g. Recommend other traditional and non-traditional mediums
2. Precise locations, including counties, in the proposed media placements will be:
3. Analysis, evaluations, and recommendations based on professional experience, market research, and a strategic framework, but not limited to:
  - a. Media platforms to be used
  - b. Weight of each platform in the overall buy
  - c. Cost for each element of the media buy
  - d. A list of sizes and formats of recommended media elements
  - e. Audience size
  - f. Audience demographics
  - g. And the number of impressions anticipated
4. Strategies and tactical details that support the marketing solution being proposed.
5. Media flowcharts, plans, and other data to illustrate the planned placement and costs associated with the media buy (where and when placements will be made)
6. Time requirements and projections
7. Measurements of success of the media plan/ marketing solution (provide examples); and
8. Rationale for decision-making on the media buys
9. Proposed breakdown of media costs by outlet (e.g., Facebook, YouTube, TV, radio, etc.), including media outlet payment due dates and payment requirements for all media purchasing
10. Confirmation of Contractor's commission rate to be charged
11. Description of experience with account management staff;
12. Disclosure of any conflicts of interest
13. Any graphic needs that FSC needs to provide
14. Vehicle by which analytics are provided to FSC, whether through regular static reports or interactive dashboard/real-time analytics.

**Evaluation Criteria: Each Contractor's response will be evaluated using the following criteria:**

1. The Contractor's response reflects an understanding of the advertisement that resulted in a responsible media buy recommendation;
2. The Contractor's reasoning for the allocation of the budget for the advertisement showed an understanding of the appropriate use of each media platform to achieve the maximum value for the campaign;
3. The Contractor's creativity/originality/inventiveness in response to the advertisement when looking at the NYS media market and time of year the campaign will run;
4. The Contractor's response to the advertisement was complete, precise, and satisfactorily covered each aspect of the advertisement;
5. The Contractor's proposed measures of success appropriately document the effectiveness of the campaign;
6. The Contractor's commission rate and any upfront media costs to be paid by Authorized Users, if any;
7. The Contractor's experience with similar campaigns;
8. The Contractor's account management experience with similar campaigns.

**Deadlines:**

- Written questions are due via email by COB on Tuesday, July 23.
- Answers will be provided via email by COB on Wednesday, July 31.
- Proposals are due via email by 11 a.m. EST on Wednesday, August 7.
- Notification of selected Contractor and non-selected Contractor(s) by Tuesday, August 13.

## Q&A

### Media Buying Services: 2024-30

Q: CRM targeting is listed as a desired solution. Would there be any limitations or restrictions on sharing email addresses from the FSC CRM?

A: No

Q: For Google Grants Management, do you have a certain amount of budget that you know needs to be allocated towards this service?

A: Google Grants provides nonprofits with a monthly spend for Google search ads. This is not part of the \$74K ad spend. Only the agency fee to manage it must come out of the \$74K.

Q: Is there a desired budget breakout by audience segment (i.e. 1st year, transfer, parents, and school counselors)?

A: 1<sup>st</sup> year and transfer are primary. Parents and school counselors are secondary targets. We do not have a budget breakout by target audience.

Q: Would there be any security or technical restrictions that would prevent tracking code or campaign pixels from being placed on the FSC website to monitor digital campaign performance?

A: No

Q: Is there preference given to Woman Owned small businesses for this contract/campaign?

A: Award is based on best fit/lowest price

Q: What CRM do you use?

A: Slate

Q: Will we have the permission to integrate our reporting analytics into your CRM for more accurate conversion tracking?

A: Yes

Q: Approximately how many unique website visitors do you receive per academic year?

A: I do not have an estimate at this time.

Q: Approximately how many prospective student leads do you have in your CRM?

A: 125,000

Q: What are the predominating counties or high schools that students hail from?

A: Nassau, Suffolk, Queens

Q: Are there any counties or school districts you feel you should have more applicants from than you do?

A: Yes

Q: When accepted applicants do not end up attending FSC, where do they often go instead? E.g., another four-year college, part-time college, direct to career field, etc.

A: Another four-year school

- Q: What are some of your most popular majors or programs?  
A: Business Management, CPIS, Mechanical Engineering Technology, Nursing, Dental Hygiene, Professional Pilot
- Q: Are there any new programs that you hope to grow more quickly than others?  
A: Yes
- Q: How has your marketing budget been spent in the past: Digital/Social/TV/Radio/Outdoor/Print?  
A: This past year, our media mix has consisted of digital, social, outdoor, broadcast, print and marketing partnerships.
- Q: How would you prefer that we submit our response? Would you prefer that we email a copy of our response, mail a physical copy, or both?  
A: E-Mail to the Primary Contact
- Q: On the Google Grant:
1. Is the Google Grant intended for use with enrolling students in specific programs?
    - a. Yes
    - b. Including open house events, campus tours and other on-campus recruitment events
    - c. Overall branding
  2. What is the approximate monthly value of the grant? Varies
- Q: Can you provide more detail on what you're looking for with your request for time requirements and projections? (#6, page 2)  
A: This can mean a few things for us:
1. How long before creative assets are due before the launch of a campaign
  2. What is the time requirement (how many days/weeks) for us to sign off on a campaign for it to launch on time?
- Q: Do you have :15 and/or :30 video assets for YouTube? If not, will you be able to create them in time for a November campaign?  
A: Yes