



Addendum #1

October 26, 2022

Joliet Junior College
1215 Houbolt Road
Joliet, IL 60431

TO: Prospective Respondents
SUBJECT: Addendum No. 1
PROJECT NAME: Branding Perception
JJC PROJECT NO.: R23005

This Addendum forms a part of the Bidding and Contract Documents and modifies the original bidding document as posted on the JJC website. Acknowledge receipt of this addendum as specified at the end of this addendum. FAILURE TO DO SO MAY SUBJECT BIDDER TO DISQUALIFICATION.

Questions Received:

1. What is Joliet Junior College's ideal budget for this research?
The college does not share budget information during the solicitation process.
2. When does Joliet Junior College need this research completed?
Ideally, research would be completed within the spring semester 2023 with recommendations to move forward.
3. Where are the funds for this project allocated from? e.g., Operations, Grants, Marketing, another budget specific to this?
A combination of marketing and general operating funds will be used.
4. Are the funds for this project approved or does the winning proposal have to go before the board for a final review and approval?
This proposal may need to be approved by the board of trustees based on the total amount.
5. What is your annual marketing budget?
\$500,000
6. How much of your marketing budget is dedicated to brand awareness campaigns (not enrollment campaigns)?
40% awareness, 60% enrollment

7. Is there an incumbent vendor that the College has used in the past to conduct similar research and/or research to support the recently updated style guide?
The college has worked with a vendor to analyze marketing and outreach collateral, not collecting perceptions of stakeholders.
8. Is a vendor's certification status as an MBE/DBE in another state considered equivalent to Illinois BEP certification?
The college cannot count certifications from other states within the BEP goal; however, please see additional ways to demonstrate your firm's commitment to diversity on page 10 of the RFP document.
9. Can you share the bidder's list for this opportunity?
No bidders list is available as this is a public solicitation posted online for any individual or firm to view/participate.
10. What can JJC provide in terms of support for recruiting participants for the research? Does JJC have a list of potential participants (such as students, employees, prospects, local business partners, etc.) that can be utilized for research, or are you looking for a research partner to identify and recruit respondents?
We have existing lists of stakeholders such as students, employees, local business, etc. But would like to expand that pool to reach stakeholders who may have no prior affiliation with the college. This means would we like a research partner to recruit respondents.
11. Would JJC consider augmenting quant or qual research by including its alumni as respondents, for more in-depth perception exploration among a JJC-aware audience? (We're assuming current students would be included, but if not, is that an option?) In that case, would a JJC email list be available as a recruiting source?
We are open to including alumni and current students in this study but the holistic goal should include reaching out to stakeholders who are not necessarily already connected with the college, like prospective students or parents with no previous affiliation or connection.
12. Are there any constraints with providing incentives to those who participate in any research efforts (either those provided by JJC or the researcher finds)?
We are open to providing incentives within reason and within a mutually agreed upon scope.
13. What geography do you consider your marketplace? (e.g., Is it confined to Will, Grundy, Kendall, LaSalle, Kankakee, Livingston, and Cook Counties? Or broader to include Northern Illinois, State of Illinois, Midwestern states, etc.?)
Our marketplace is the college district, the seven counties outlined in the question.
14. Who are the top competitors you'd like to benchmark against?
Some institutions include but are not limited to: Illinois State University, Rasmussen University, University of Illinois, Northern Illinois University, Governors State University, University of Illinois, Lewis University, University of St. Francis.

15. For the purpose of sample estimation, does JJC have any previous information or a hypothesis for the general range of public awareness of the JJC brand?
No.
16. It seems Hispanic consumers are a target – is there a desire to do any research in Spanish?
Yes.
17. How would you describe the target student? That is, what types of parameters (attitudinal, behavioral, demographic) should we include for any research done with prospective students and their parents?
JJC serves a broad range of students with diverse needs. Traditional age (recent high school graduate), returning adult students, English as a second language students are some examples.
18. Who are the key internal stakeholders that will be involved in work sessions to discuss/define how JJC wants to be perceived?
Representatives from Academic Affairs, Student Development, Administrative Services, the President's Office, Institutional Advancement, Diversity, Equity, Inclusion and Compliance, Communications and Marketing, will be included.
19. In order to evaluate how perception has changed, do you have prior brand perception studies we'll be measuring against?
No.
20. What is the budget range for this initiative?
Please see the response to question #1.
21. Are there any specific deadlines that are important to hit throughout this work? What is the ideal timing for final reports/closure of initial project?
Ideally, research would be completed within the spring semester 2023 with recommendations to move forward.
22. Is the BEP goal for this project 30% of project estimate? And will proposals be considered if our costs are a little short of 30%?
30% is an aspirational goal; all proposals will be evaluated, in part, based on their demonstration of the firm's commitment to diversity. Please see additional ways to demonstrate your firm's commitment to diversity on page 10 of the RFP document.
23. The RFP mentions several initiatives related to brand (collateral audit, refreshed style guide). Has JJC recently updated its brand platform or any strategic underpinnings of the visual brand expression?
We have broadened the style guide to include accessibility and readability measures, updated the brand colors, included a guide to photography.
24. Will the message testing portion of research use existing messaging or will the firm you select need to create new messaging for testing?
Test with existing messaging and provide context and narrative to the data to lead to recommendations and findings.

25. Can you please provide details on how the survey should be distributed?
Given our stakeholder base is large and diverse, the college requests that multiple tools be used to collect survey data.
26. What is the desired sample size for this project?
The college requests a sample size that is diverse and representative of the college district. We also request the sample size be large enough to be statistically relevant.
27. For target audiences, are you looking for feedback from both high school students and parents?
Yes.
28. Should existing donors and current students be key audiences as well?
Yes.
29. Could you define the geographic areas surrounding each campus?
JJC's district is a blend of urban, suburban, and rural areas with six locations.
30. Are you looking for research for the main campus as well as each of the extension campuses?
Yes.
31. Do you have past brand awareness research? If so, are you willing to share?
No we do not have previous brand awareness.
32. If you're interested in how the public awareness has changed but don't have past research, are you interested in a pre- and post-study?
We would be open to a discussion for that option.
33. Does the College have a timeline or due date they're looking to have the research completed?
Ideally, research would be completed within the spring semester 2023 with recommendations to move forward.
34. Please share the budget for this project.
Please see the response to question #1.
35. Does raw data or analyzed data need to integrate into any existing systems and if so what are the systems?
No.
36. Is there a preferred survey distribution platform or is this at the sole discretion of the vendor?
We are seeking best practices to reach diverse stakeholder groups.
37. Is historical data a component? Will it need to be merged with new data?
Yes we would like to use historical data where applicable for comparative purposes.

38. 1. Does JJC have / Would JJC be able to provide listservs to support recruiting, particularly among the student body and parents? **Yes—current student directory emails, lead generation emails.** 2. Does JJC have a list of partnerships / contacts to support recruiting? (e.g. local employers, high schools) Yes. 3. Does JJC have an engaged stakeholder audience? **We have strong collaboration with community partners but are also looking to reach people in this study who are not already affiliated with JJC.** 4. Does JJC have Clearinghouse data (or other data source) on where students enrolled if not JJC? **No. We collect leads through Hubspot.** 5. For message testing, approximately how many different message concepts will be tested? **Estimating 3 to 5.** 6. Is JJC willing to align payment schedules with critical milestones? **Please present your payment schedule in your proposal.**
39. Can you share any geographic constraints? What geographies should we consider when targeting research participants? We were thinking Chicagoland/Naperville/Aurora, but would like clarification.
We would like to measure our college district, which is parts of Will, Grundy, Kendall, LaSalle, Kankakee, Livingston, and Cook Counties.
40. Are there any major budget constraints?
The college is seeking to get the best value for this service, and will depend on the vendor to provide their best proposal.
41. Who are JJC's primary competitors?
Some institutions include but are not limited to: Illinois State University, Rasmussen University, University of Illinois, Northern Illinois University, Governors State University, University of Illinois, Lewis University, University of St. Francis.
42. Are any of the below offerings of particular interest for the research? Or should we plan to sample respondents equally based on their interest/participation with each offering? Pre-baccalaureate programs for students planning to transfer to a four-year university, i. Prospect students, ii. Current students, iii. Parents. Occupational education leading directly to employment, Adult education and literacy programs.
Plan to sample respondents equally based on their participation.
43. Will you be able to share any contact lists for potential research participants (e.g., if we want to talk to a few current students)?
Yes.
44. In addition to key audiences, are there target markets or student demographics that are a priority?
Yes—the district's growing Hispanic population, traditional age students, and returning adult students.
45. Does the college benchmarks for current public perception that can be used to measure against?
No.

46. Will you provide the winning firm with target lists for survey outreach?
We can provide some targeted lists from stakeholders but not comprehensive.
47. Are you open to online focus groups or is in person preferred?
A mixed methodology is preferred.
48. Do you have a target for the number of respondents for empirical data and analysis?
The college requests a sample size that is diverse and representative of the college district. We also request the sample size be large enough to be statistically relevant.
49. For the commitment to diversity section, does the assistance to BEP firms need to be pro-bono?
No.
50. For the commitment to diversity section, how is a governing board defined?
A top-level board making executive decisions for the organization.
51. Are subcontractors required to complete all of the forms or provide proof of completion?
Subcontractor performance will be the responsibility of the awarded vendor.
52. How do you define unit cost analysis?
JJC will analyze and consider the financial proposal from each vendor individually.
53. Is there an alternative to independently audited financial statements that you will accept?
For example, a letter from a Certified Public Accountant.
An unaudited report is acceptable for the solicitation process. However, if chosen as a finalist, we will require some evidence of historical financial sustainability.
54. Do you have a timeline or key milestone dates for this initiative?
Ideally, research would be completed within the spring semester 2023 with recommendations to move forward.
55. What is the budget for this initiative?
Please see the response to question #1.

End of Addendum #1



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Please acknowledge receipt of these addenda by including this page with your proposal. Include your company name, printed name, title, and signature in your acknowledgement below. Failure to do so could result in disqualification of your bid.

Issued by:

Matt Stephenson
Senior Director of Business & Auxiliary Services
Joliet Junior College
815.280.6643

I acknowledge receipt of Addendum #1.

Company Name

Printed Name

Title

Signature