



**DATE: October 3, 2024**

Joliet Junior College  
1215 Houbolt Road  
Joliet, IL 60431

**TO:** Prospective Respondents  
**SUBJECT:** Addendum No. 1  
**PROJECT NAME:** JJC Brand Refresh & Targeted Communications Study  
**JJC PROJECT NO.:** R25003

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 in the space provided on the Bid Form. **FAILURE TO DO SO MAY SUBJECT BIDDER TO DISQUALIFICATION.**

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**Questions Received:**

1. What is your budget for this work?  
***JJC does not share budget information during the solicitation process.***
2. Is the agency that completed the recent comprehensive brand perception study for JJC invited to participate in this current RFP process?  
***The agency partner that conducted the brand perception study has not received a special invitation to bid on this scope of work. They are welcome to submit a proposal just like any other company.***
3. Has a budget been identified for this project?  
***JJC does not share budget information during the solicitation process.***
4. Has a timeline been identified for this project?  
***No, we do not. However, we anticipate taking a phased approach to the rebrand rollout.***
5. Is JJC interested in an agency partner that can launch this brand into market and then manage the performance of those campaigns?  
***No.***
6. Is the agency partner that conducted the brand perception study bidding on this scope of work?  
***The agency partner that conducted the brand perception study has not received a special invitation to bid on this scope of work. They are welcome to submit a proposal just like any other company.***

7. Is the comprehensive brand perception study available for review?  
***The comprehensive brand perception study is not available for review at this time. However, the agency that is awarded the contract will be granted access to the study.***
8. As part of the scope's targeted communications, the consultant is asked to develop strategic communications plans for "specific audiences." How many strategic communications plans should we include in our budget?  
***We anticipate the need for strategic communications plans for 5 to 8 specific audiences. Please include this range in your budget proposal.***
9. What is the internal brand review process? How long does the review/approval process typically take?  
***We are currently establishing our internal brand review process, so we do not have a definitive timeline for the review and approval process at this time. We will work closely with the selected consultant to ensure an efficient and thorough review.***
10. Should our budget include material production costs, including print/video?  
***No, our budget should not include material production costs for print and video. We have an internal marketing and creative services department that handles most of these needs. However, we are open to reviewing bids for potential production options.***
11. How closely should we align with the existing brand perception study, and are there specific insights or data points that should guide the new creative concepts?  
***We invested significantly in the brand perception study, and it should serve as our primary reference. The new creative concepts should closely align with the insights and data points from this study. Specific insights and data points will be shared with the selected consultant to ensure alignment.***
12. Are there any aspects of the current brand (visual identity, messaging) that you feel should be preserved or carried over in the new brand refresh?  
***Yes, we have a rich history reflected in some of our images, and we would like to collaborate with the agency to find a way to preserve this historical essence. This approach will also help us remain fiscally responsible.***
13. Could you provide further segmentation or details about the diverse audiences you are targeting (e.g., age, interests, motivations)?  
***Our student body includes a mix of traditional and non-traditional students, encompassing a variety of age groups, from recent high school graduates to adult learners returning to education. Additionally, we have recently received the Hispanic-Serving Institution (HSI) designation and have a very robust alumni and donor group.***
14. What are the most critical audience segments for JJC? Are there specific groups that should be prioritized in the messaging?  
***The most critical audience segments include prospective students (both traditional and non-traditional), current students, and the Hispanic community, given our recent Hispanic-Serving Institution (HSI) designation. Additionally, maintaining strong relationships with our alumni and donors is essential, as is engaging with the local community and industry partners to foster collaboration and support.***

***Parents are also a major audience, as they play a key role in college decision-making. Prioritizing these groups in our messaging will help us address their unique needs and motivations effectively.***

15. How involved should internal stakeholders (e.g., faculty, staff, students) be in the decision-making process for key deliverables like the logo, messaging framework, or creative assets?

***We value the input and enthusiasm of our internal stakeholders, including faculty, staff, and students. While we do not intend for them to be the primary decision-makers, we do want to ensure their buy-in and excitement around key deliverables such as the logo, messaging framework, and creative assets. Their feedback will be considered to help shape the final outcomes, fostering a sense of ownership and alignment with our brand vision.***

16. Will there be a key decision-making body or project team, such as a brand committee, to approve milestones?

***Yes, there will be key stakeholders representing various areas of the college who will be involved in the process. Their role will be to champion the work and help spread excitement, rather than to approve milestones.***

17. Do you have any key events or deadlines we need to consider for the brand rollout, such as semester start dates or major college events?

***We do not have any specific events or deadlines in mind at this time. However, we will collaborate with the selected agency to determine the most ideal time for the brand rollout.***

18. How would you like the brand refresh to address diversity and inclusion within the JJC community? Are there specific guidelines or initiatives that should be reflected in the messaging and creative assets?

***The diverse, welcoming nature of our population are among our greatest strengths, as highlighted in the brand study. The brand refresh could reflect these aspects, ensuring that everyone feels welcome. Specific guidelines and initiatives that promote diversity and inclusion should be integrated into the messaging and creative assets to resonate with our entire community and uphold our inclusive philosophy.***

19. What are the primary success metrics or KPIs you will use to evaluate the success of the brand refresh and targeted communications strategy?

***To evaluate the success of the brand refresh and targeted communications strategy, we will use metrics such as brand awareness, perception, engagement, enrollment numbers, alumni and donor engagement, community partnerships, and internal stakeholder feedback. The agency that receives the bid should be well-equipped to handle this work, ensuring our branding efforts are effective and data-driven decisions are made.***

20. Are there specific enrollment or awareness goals tied to the new branding effort?

***No, but setting specific goals could enhance our branding effectiveness by providing clear objectives to measure success and guide strategy adjustments.***

21. Do you have a preferred timeline for major milestones beyond the one-year contract term?  
***We do not have any specific events or deadlines in mind at this time. However, we will collaborate with the selected agency to determine the most ideal time for the brand rollout.***
22. What are your expectations regarding the pace of internal reviews and feedback loops?  
***We do not have specific events or deadlines in mind at this time. However, we expect the internal reviews and feedback loops to be efficient and collaborative. We will work closely with the selected agency to ensure timely and constructive feedback, aiming for a smooth and effective brand rollout.***
23. Are there optional services or additional deliverables you'd like us to consider outside the primary scope of work, such as internal training on brand usage or extended marketing support?  
***We believe internal training on brand usage would be beneficial to include in the bid. However, we do not anticipate needing extended marketing support at this time.***
24. Beyond logo and tagline development, are there specific assets you envision needing (e.g., student recruitment brochures, campus banners, social media kits)?  
***We do not require specific assets like brochures or banners. Once the rebrand is established, our internal marketing and creative services team will handle the creation of new materials. We want the toolkit of new logos and design elements provided by the agency to be user-friendly, enabling our team to efficiently produce these assets.***
25. Would you like us to focus on digital-first materials, or should there be a balance between digital and print in the branding efforts?  
***We are open to maintaining a balance between digital and print if it aligns better with our overall branding strategy.***
26. How do you envision working with your internal Key Brand Ambassador Group? Will they provide ongoing feedback, or will they be involved at specific milestones?  
***Key stakeholders will represent various areas of the college who will be involved in the process. Their role will be to champion the work and help spread excitement, rather than to approve milestones.***
27. Do you anticipate the need for long-term brand management or creative production support after the initial rollout, or is this project strictly focused on the brand refresh and communication strategy?  
***We plan to implement this project in a phased approach, which indicates potential for long-term support throughout the entire rollout. This may include ongoing brand management and support beyond the initial brand refresh and communication strategy.***
28. Is there a preferred timeline for the brand rollout, or should the vendor propose a timeline based on the scope of work and deliverables?  
***We are looking to the vendor to propose a timeline based on the scope of work and deliverables.***

29. Will the vendor be collaborating directly with JJC's internal marketing team, and if so, how will responsibilities be divided?  
***We have a team of creatives who will be actively involved in the process, providing guidance and feedback. This collaboration will ensure that the agency can develop solutions that best meet the needs of the college.***
30. What specific metrics or key performance indicators (KPIs) will JJC use to evaluate the success of the brand refresh and targeted communication strategy?  
***To evaluate the success of the brand refresh and targeted communications strategy, we will use metrics such as brand awareness, perception, engagement, enrollment numbers, alumni and donor engagement, community partnerships, and internal stakeholder feedback. The agency that receives the bid should be well-equipped to handle this work, ensuring our branding efforts are effective and data-driven decisions are made.***
31. Are there specific diversity and inclusion objectives JJC would like the vendor to incorporate into the brand messaging and targeted communication strategy?  
***Yes, JJC places a high priority on diversity and inclusion. We would like the vendor to incorporate these objectives into the brand messaging and targeted communication strategy to ensure that our messaging reflects our commitment to fostering an inclusive and diverse community.***
32. Under Brand Strategy Development and Framework, while updating the current brand style, are you looking for a complete visual brand overhaul (logo, institutional fonts, colors, etc) or would we be creating a new visual identity that allows some of your brand elements (colors or fonts) to remain the same?  
***We are deeply committed to retaining the JJC purple. However, all other brand elements, including the logo, institutional fonts, and other colors, are open for redesign.***
33. Is there any flexibility in the budget allocation for the project, particularly if additional services or enhancements outside the original scope are proposed?  
***We are open to considering additional services or enhancements outside the original scope, provided they add significant value to the overall objectives.***
34. As part of development of brand strategy, we are assuming that we would conduct virtual focus groups with students, faculty/staff, and possibly other stakeholder groups. Does this approach align with your expectations?  
***As part of the brand perception study, focus groups have already been conducted. However, we are open to the possibility of interviewing key stakeholders or our key ambassador group if additional information is needed.***
35. As part of the Creative Concept Development, are you looking for a brand campaign? We define this as an ad campaign that includes a concept, a set of ads in various formats (digital, traditional, etc.), and a managed campaign with a media budget.  
***No media placement will be needed. We are open to reviewing proposals that include ad campaigns, but they are not necessary.***

36. As part of the Creative Concept Development, you mention taglines. This can be interpreted a few different ways: brand taglines are typically long-lived and may even be displayed as part of an institution's logo for several years. Or, taglines can work more like headlines, as part of a campaign that may have a defined shelf life of 1-2 years, but is not permanently attached to the institutional brand. Can you clarify which of these directions you're envisioning?

***We have not had a long-lived brand tagline in the past, but we believe it is warranted to help rebrand us. Additionally, we are open to incorporating taglines that work alongside the main tagline for a campaign launch.***

37. Can you expand on your expectations for "a comprehensive brand messaging framework"? Are you looking for messaging points/mini-narratives for each of your audience segments, or are you simply referring to a framework as brand pillars, personality traits, and positioning statement?

***We are looking for a comprehensive brand messaging framework that includes both elements. This would encompass brand pillars, personality traits, and a positioning statement, as well as messaging points and mini-narratives tailored to each of our audience segments.***

38. For the Brand Implementation and Rollout Plan, are you looking for an agency partner to provide you with a comprehensive roadmap for implementation by your internal team, or are you looking for an agency partner to create this plan and then execute it (design all new materials, signage, templates, etc)?

***For the Brand Implementation and Rollout Plan, we are primarily seeking an agency partner to provide us with a comprehensive roadmap for implementation by our internal team.***

39. For potential execution of the Brand Rollout, since it's difficult to know at this stage exactly what deliverables will be needed, are you comfortable with us scoping for a general bank of working hours devoted to this execution, to be more tightly defined once rollout recommendations are made?

***JJC requires proposals to be in accordance with the scope of work and other requirements outlined in the RFP. Once rollout recommendations are made, we are looking for a detailed proposal outlining specific deliverables and associated costs. Vendors are welcome to offer additional solutions in addition to proposals that conform to the scope of work.***

40. Could you provide more detail as to what you mean by, and what you expect from the vendor partner in regard to an "everything speaks" framework to reinforce the brand at every touchpoint.?"

***The "everything speaks" framework is about ensuring that every single interaction, no matter how small, reflects and reinforces the brand's identity and values. By ensuring that every aspect of communication, from internal emails to community outreach, maintains a consistent tone and message, we can reinforce what JJC means to the community. This approach helps everyone involved to understand and convey the brand's values effectively.***

41. Is there a preferred budget or budget range that we should be mindful of?

***JJC does not share budget information during the solicitation process.***

42. The RFP uses the terminology, "brand refresh". Please describe how much of a departure this should be from the current brand.  
***As the first community college, we have a rich history within the community and the nation. While we honor this legacy, we are also committed to leading in innovation. We want our new brand to reflect this balance of tradition and forward-thinking. We are relying on the expertise of the hired agency to help us determine the appropriate extent of the brand refresh.***
43. Should the logo evolve at all? If so, how much?  
***We are open to evolving the logo to better reflect our commitment to innovation while honoring our rich history. The extent of this evolution should be carefully considered to maintain brand recognition and respect our legacy. We look forward to the agency's recommendations on how best to achieve this balance.***
44. The targeted communications strategy mentions specific audience segments. Please tell us more about these segments.  
***The most critical audience segments include prospective students (both traditional and non-traditional), current students, and the Hispanic community, given our recent Hispanic-Serving Institution (HSI) designation. Additionally, maintaining strong relationships with our alumni and donors is essential, as is engaging with the local community and industry partners to foster collaboration and support. Parents are also a major audience, as they play a key role in college decision-making. Prioritizing these groups in our messaging will help us address their unique needs and motivations effectively.***
45. How will "the firm's overall experience, reputation, expertise, stability, and financial responsibility" be measured?  
***The evaluation team will consider these items and score them based on the proposal and the firm's reputation in the industry.***
46. What is JJC's preferred financial terms, i.e., budget, timeline, invoicing/payment schedule, etc.  
***As presented in the RFP, JJC requires a net 45 payment term. Other financial proposals may be given by the vendor in accordance with the RFP language.***
47. Is there already an established market position as a benchmark that JJC can share, or will the vendor establish this with JJC upon project kick-off?  
***JJC can share the brand perception study as a foundational benchmark, and the vendor will build upon this to establish a comprehensive market position.***
48. To what extent does the vendor have access to any existing audience research from JJC's campus partners (i.e., units, alumni relations, student services, development, etc.)  
***JJC has completed a comprehensive brand perception study and an in-depth Communications Audit, both of which can be shared with the vendor.***
49. What are the existing communication vehicles/platforms available to the vendor for consideration in developing a plan?  
***JJC utilizes a variety of communication vehicles and platforms, including its website, social media, email marketing, print media, internal communications, events,***

*media relations, and alumni relations. These resources provide a robust foundation for the vendor to develop a comprehensive and effective communication plan.*

How many and which physical locations should be included in plan development?  
*JJC has four physical locations. However, these locations should not impact the overall plan development.*

50. Can you please further define "gather feedback;" at what point in the brand refresh process is this expected to occur and for what purpose, and what audiences should be considered?

*Gathering feedback is crucial throughout the brand refresh process to ensure it resonates with key brand ambassadors. This involves understanding current perceptions, testing initial concepts, refining visual and verbal elements, ensuring final brand elements are well-received, and evaluating effectiveness post-launch. Engaging key brand ambassadors at each stage ensures the brand refresh meets their unique needs and fosters stronger connections and support, helping them champion the change effectively.*

**End of Addendum #1**





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**DATE: October 3, 2024**

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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.

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Company Name

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Printed Name

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Title

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Signature