

LAKE LAND COLLEGE

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5001 LAKE LAND BLVD.
MATTOON, IL 61938
LAKELANDCOLLEGE.EDU

REQUEST FOR QUALIFICATIONS

FOR COMPREHENSIVE DIGITAL MARKETING SERVICES

STATEMENT OF QUALIFICATIONS DUE May 14, 2025 by 2 p.m.

LAKE LAND COLLEGE COMPREHENSIVE DIGITAL MARKETING SERVICES RFQ

OVERVIEW

Lake Land College is a public community college located in Mattoon, Illinois. The College serves all or parts of 15 counties and spans a 4,000-square-mile service area. The College is expanding its presence in Effingham with a new 100,000-square-foot educational center that houses community partners, high school programming and college services. In addition to offering traditional workforce and transfer associate degrees and certificates, Lake Land excels at offering innovative opportunities such as apprenticeships and Department of Corrections educational programs. The district is fairly rural, has a population of 196,300 and includes 31 high schools, several alternative high schools and Eastern Illinois University.

Additional information about Lake Land College and the district can be found in the [Data Digest](#) report.

During the past two years we have experienced a slight enrollment growth, however that growth is in our Dual Credit program and Adult Education vs. our core college transfer and technical programs. We are also seeing more than 50% of our high school population forgoing college and entering the workforce. Lake Land remains the top choice among the high school students who are going to college, but that number continues to decline. The matriculation rate of fall applicants averages 50%.

The goal of this marketing initiative is to generate awareness and engagement that leads to website traffic, inquiries and campus visits that convert to enrollees. Our goal for the 2025 Fall semester is to increase enrollment by 5%.

The target audiences are:

- Traditional high school students
- Non-traditional students returning to school
- Recent high school graduates who never went to college immediately following high school graduation

Advertising goals:

- Brand awareness
- Increase the number of actions taken on the website including visits, information requests, campus visits, applications
- Convert applicants to enrollees
- Increase the in-district high school graduate market share from 26% to 40%

In the past, Lake Land College has implemented several tactics including, but not limited to PPC, display, geofencing, OTT, pre-roll video, streaming radio, retargeting and redirecting ads. Due to the nature of the academic year, the contract needs to include the flexibility to develop ad hoc campaigns on various platforms for new programs, events or additional marketing goals.

STATEMENT OF QUALIFICATIONS

Lake Land College is seeking a company that offers a partnership approach to the marketing goals. One that will share the company's expertise and knowledge to determine best practices, collaborate on messaging and improve strategies throughout the life of the contract. We expect the digital partner to be monitoring ad performance and suggest modifications for improvement.

1. Lake Land College seeks qualifications from Vendors that provide comprehensive digital advertising consulting, monitoring and reporting services for an annual campaign.
2. Vendors shall explain how they would approach the annual campaign based on the goals and target audiences.
3. The budget is \$100,000
4. Vendors shall provide information on the use of sub-contractors or partners used in executing the contract.
5. Once a Vendor is selected, a contract will be negotiated with the option to renew the contract each year for a total of three years:
July 1, 2025 – June 30, 2026
July 1, 2026 – June 30, 2027
July 1, 2027 – June 30, 2028

SUBMITTALS

1. **Campaign Result Examples:**
 - Vendors shall submit an example of a successful comprehensive annual campaign, preferably for a higher education institution. We seek a campaign example for a college as a whole with a mix of tactics and goals rather than a campaign for a specific event, program, or enrollment period.
 - Examples should include a list of tactics, campaign results, and any improvements and adjustments made to tactics throughout the campaign based on results.
2. **References:**
 - Contact information for two higher education references.
3. **Advertising Services:**
 - A comprehensive list of all advertising services available.
4. **Team Members:**
 - An introduction to the team members who would be involved in our project.
5. **Lead Time:**
 - Specify lead time to implement tactics.
6. **Fees:**
 - Vendors shall include agency fees, creative fees, and any third-party fees, as well as charges for potential change orders or ad hoc campaigns.

7. **Monitoring and Flexibility:**

- Vendors shall explain methods for monitoring the college's ad performance and services that provide flexibility and adjustments to maximize results within the campaign. Examples of the monitoring report should be included in the proposal, along with the access the College will have to daily data.

8. **Company Benefits:**

- Vendors shall provide a narrative of the benefits of working with their company.

9. **Exclusions:**

- Lake Land College manages its Facebook and Instagram advertising campaigns, so this service is not needed.

PROPOSAL REVIEW

1. Vendors may be invited to an interview after review of the RFQ.
2. Once a Vendor is selected, a collaborative meeting will be held to determine the best tactics for the College's goals. A contract will be negotiated and submitted to the Lake Land College Board of Trustees for approval.

TIMELINE AND METHOD OF DELIVERY

Request for Qualifications issued – April 15, 2025

Last day for Questions to be submitted – April 30, 2025

Statement of Qualifications due by 2 p.m. – May 14, 2025

Review of Qualifications and Invitations Extended for Interview – week of May 19, 2025

Vendor selected May 29, 2025

Recommendation to the Board of Trustees – June 9, 2025

Campaign Launch Date – July 1, 2025

Statements of Qualifications are due May 14, 2025 by 2 p.m.

ALL STATEMENTS MUST BE SUBMITTED IN A PRINTED FORMAT. ELECTRONIC BIDS WILL NOT BE ACCEPTED.

Please know that overnight delivery services are not a reliable means to submit bids due to the rural nature of the area.

Mail at least two printed copies in a sealed envelope to:

LAKE LAND COLLEGE
ATTENTION: LYNNE DONALDSON
5001 LAKE LAND BLVD.
MATTOON, IL 61938

Questions can be directed to:

Kelly Allee
Director of Marketing & Public Relations
kallee@lakelandcollege.edu
217-234-5215

Lake Land College reserves the right to accept or reject any proposal.