

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 APRIL 22, 2022 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. 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 196,281 and includes 31 high schools, several alternative high schools and Eastern Illinois University. Additional information about the district can be found in the [Data for Decision Makers](#) report.

As many other institutions in the state and nation have faced, Lake Land has experienced enrollment declines over the past several years. In Fall 2021, our headcount enrollment was down 5.6% and our FTE was down 9.1%. On average, about 34% of the in-district high school graduating class enrolls in Lake Land each fall. We are by far the number one choice among the senior class with an average of 600 of the 2,200 district graduates enrolling at Lake Land. The second choice earns 66 graduates.

The goal of this marketing initiative is to generate awareness, leads and campus visits that convert to enrollees and stabilizes the enrollment loss.

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:

- Generate brand awareness
- Increase the number of information requests
- Increase the number of campus visits
- Convert interests to enrollees/applicants
- Increase the in-district high school graduate market share to 40%

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.

1. Lake Land College seeks qualifications from Vendors that provide comprehensive digital advertising consulting, media placement, creative services, monitoring and reporting services for an annual campaign.
2. The purpose of these specifications is to establish target-specific messages within the annual campaign to match target audiences and executive effective tactics that generate conversions. Vendors shall explain how they would approach this task based on the target audiences and goals.
3. Vendors shall provide information on the use of sub-contractors or partners used in executing the contract.
4. 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 (2022-2025).

SUBMITTALS

1. Campaign Result Examples
 - a. Vendor shall submit two examples of a successful digital marketing campaign from a comprehensive, annual campaign preferably for a higher education institution. We are seeking a campaign example with a mix of tactics and goals vs. a campaign for a specific event, program or enrollment period.
 - b. Examples should include a list of tactics, results of the campaign and any improvements and adjustments that were made to tactics throughout the length of the campaign based on results.
2. Contact information for two references, preferably higher education institutions.
3. Samples of creative services if not reflected in #1.
4. A comprehensive list of all advertising services available, minimum investments for tactics and quantity requirements for customized targeting.
5. If applicable, indicate prior experience in collecting data and results from a College that uses Ellucian or similar enterprise product.
6. Specify additional fees for a change order or an ad hoc campaign to the contract.
7. Specify lead time to implement tactics.
8. Vendor shall include Agency Fees, Creative Fees and any Third-Party Fees as well as charges for potential change orders or ad hoc campaigns.
9. Vendor shall explain methods for monitoring the college's ad performance and services that will provide flexibility and adjustments to maximize results within the campaign. Examples of the monitoring report will be included in the proposal as well as the access the College will have to the daily data.
10. Vendors shall provide a narrative of the benefits of working with their company.
11. 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 6, 2022

Last day for Questions to be submitted – April 20, 2022

Statement of Qualifications due by 4 p.m. – April 22, 2022

Review of Qualifications and Invitations Extended for Interview – week of April 25, 2022

Vendor selected April 29, 2022

Board of Trustee Approval – June 13, 2022

Campaign Launch Date – September 1, 2022

Statements of Qualifications are due April 22, 2022 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 to:

LAKE LAND COLLEGE
ATTENTION: AUDREY HUFFMASTER
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.