

# LAKE LAND COLLEGE

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

REQUEST FOR PROPOSALS  
FOR  
CONSULTANT SERVICES  
MARKETING TO DRIVE ENROLLMENT AND  
COMMUNITY/EMPLOYER ENGAGEMENT

PROPOSALS DUE: DECEMBER 15, 2017

**LAKE LAND COLLEGE  
CONSULTANT SERVICES RFP  
MARKETING TO DRIVE ENROLLMENT AND COMMUNITY/EMPLOYER ENGAGEMENT**

**OVERVIEW**

Lake Land College, Mattoon, Illinois, requests proposals from qualified consultants to provide a framework for a five-year marketing plan to drive enrollment of new students and generate employer and community engagement based on analytics and best practices for:

- Specific target audiences
- Traditional and digital media
- Communication from lead generation to enrollment

**TIMEFRAME**

Proposals are due December 15, 2017 at 5 p.m. Responses to proposals will be sent by December 21, 2017 with a recommendation to the College's Board of Trustees set for the January 8, 2018 meeting. Work shall be conducted from January 15 – March 15, 2018.

Electronic proposals can be emailed to Michelle Zumbahlen at [mzumbahlen4077@lakelandcollege.edu](mailto:mzumbahlen4077@lakelandcollege.edu).

Printed copies can be mailed to:

LAKE LAND COLLEGE  
ATTENTION: MICHELLE ZUMBAHLEN  
5001 LAKE LAND BLVD.  
MATTOON, IL 61938

**BACKGROUND**

Lake Land College recently implemented a new brand identity throughout the college community. With that brand established, the college seeks to evaluate its marketing initiatives and develop a comprehensive five-year marketing plan.

**SCOPE OF WORK**

- ◆ Define and differentiate target audiences and recommend resources and marketing and communication strategies to reach these audiences that lead to increased enrollment. Describe data gathering and analysis methodologies that will be utilized to develop strategies and build a deeper understanding of target audiences' behaviors.
- ◆ Evaluate current marketing practices and recommend strategies for improvement that take into consideration staffing, resources and existing program offerings.
- ◆ Recommend an enrollment advertising plan including messaging, placement and a budget mix of both digital and traditional media. Determine methods for tracking effectiveness.
- ◆ Provide recommendations on social media strategy, including a review of analytics regarding advertising and engagement.
- ◆ Evaluate and make recommendations on the experience of a potential student from initial contact to completion of the application.

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- ◆ Evaluate opportunities to capture visitors and generate leads via the college's website.
- ◆ Assist in the development of tracking methods to evaluate the outcomes of advertising and public relations activities. Advise the college on how to develop metrics to evaluate the investment of resources into the obtainment of a new student, returning student and retained student.
- ◆ Provide framework for a cohesive five-year marketing, communication, advertising and website strategy including data analysis findings, recommendations, templates and training documents.

**SELECTION CRITERIA**

1. Provide detailed information on how your organization can meet each of the criteria listed in the scope of work including examples of previously completed work.
2. Explain proposed methodologies. Work will be done in consultation with college staff and must incorporate feedback from the college in final recommendations.
3. Identify the qualifications and experience of key personnel to be involved in the work.
4. List of three references, preferably higher education clients.
5. Preference will be given to companies with prior experience working with community colleges, higher education and CRM technology.
6. Please indicate a base budget for the deliverables presented in the scope of work and an alternate bid presenting additional services available.

Questions can be directed to:

Kelly Allee  
Director of Marketing & Public Relations  
[kallee@lakelandcollege.edu](mailto:kallee@lakelandcollege.edu)  
217-234-5215

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