



August 4, 2021

ADDENDUM NO.: Two

TO ALL OFFERORS:

**REFERENCE:** Request for Proposal No: **RFP# MPC-1098**  
Dated: **July 13, 2021**  
Commodity: **Digital Advertising Services**  
RFP Closing On: **August 12, 2021 at 2:00pm**

Please note the clarifications and/or changes made on this proposal program:

1. Question: Regarding Scenario #5, answer #2 in the addendum says "All of the digital marketing for JMU's Graduate School is done in-house and primarily focuses on placements in Facebook, Instagram, Google and YouTube. We would seek consultation support for these campaigns and for other smaller campaigns that support student recruitment." Answer #52 in the addendum states, "20k is for all 10 degrees (not 10k for each individual program). We envision each program to have general graduate school components along with degree-specific components, but are open to recommendations, given the size of the budget." The original scenario in the RFP doesn't make any reference to the campaigns being managed in-house by the Graduate School. Should we be running under that assumption in this scenario, or is the University looking for a proposal that includes campaign management? In other words, it's not clear if Scenario 5 is requesting an actual proposed media plan, or just an overview of how we would go about advising the Graduate School on their internal strategic approach.  
**Answer: Scenario 5 is requesting an actual proposed media plan for the budget of \$20,000. Please do not take the current in-house management into consideration in your response. This scenario is asking for your proposal if the graduate school decides to move all in-house campaign management operations to your agency.**
2. Question: Will a new agency partner absorb existing media in market, or build campaigns from scratch?  
**Answer: Any campaigns that have begun under existing contracts will remain with that agency until the conclusion of the campaign. If ad creative was successful under this contract, it may be used for future ads. Any existing in-house campaigns may be absorbed/managed by the new agency partner.**
3. Question: How many years has JMU been doing multi-platform digital marketing campaigns? Have they been successful?  
**Answer: JMU has been doing multi-platform digital marketing campaigns for roughly four years and we have had success with them.**

MSC 5720  
752 Ott Street, Room 1042  
Wine Price Building  
Harrisonburg, VA 22807  
Office of 540.568.3145 Phone  
PROCUREMENT SERVICES 540.568.7935 Fax

4. Question: What are the university's pain points when utilizing digital media?  
**Answer: A few of our “pain points” are limited budget and limited number of personnel. It can be a challenge to manage and coordinate with a smaller staff and create effective solutions on a restricted budget.**
5. Question: Do you ever combine digital advertising with traditional advertising?  
**Answer: We have combined digital advertising with traditional advertising, however, this RFP is only focused on the digital component.**
6. Question: What does JMU currently do to attain inclusion and diversity in your marketing materials?  
**Answer: We want students of all backgrounds to feel comfortable and welcome at JMU, so we are intentional about seeking student stories that represent the diverse population here. We also consider diversity when selecting imagery of students/campus.**
7. Question: Our digital buys may require upfront payment so the agency does not have to carry that risk. Is that normally something that the university does?  
**Answer: Vendors seeking further clarification can include questions or their invoicing model in response. Agreement can be reached through negotiation and clarification.**

Signify receipt of this addendum by initialing “Addendum #2 \_\_\_\_\_” on the signature page of your proposal.

Sincerely,



Mikayla Comer  
Buyer Specialist  
Phone: (540-568-4071)