



RFP Number: 21-06: **Districtwide Marketing and Advertising Services**

Addendum Number: 1

NOTICE TO PROPOSERS: THIS ADDENDUM SHALL BECOME PART OF THE RFP, AND PROPOSERS SHALL ACKNOWLEDGE, IN WRITING, RECEIPT AND INCORPORATION OF ALL ADDENDA AND CLARIFICATIONS IN THEIR RESPONSE. FAILURE OF THE PROPOSER TO RECEIVE ADDENDA SHALL NOT RELIEVE THE PROPOSER FROM ANY OBLIGATION UNDER ITS PROPOSAL AS SUBMITTED. THE PROPOSER SHALL IDENTIFY AND LIST IN ITS PROPOSAL ALL ADDENDA RECEIVED AND INCLUDED IN ITS PROPOSAL; FAILURE TO DO SO MAY BE ASSERTED BY THE DISTRICT AS A BASIS FOR DETERMINING THE PROPOSAL NON-RESPONSIVE.

Answers to Questions

Number	Questions	Response
1	Whether companies from Outside USA can apply for this? (like, from India or Canada)	No, companies outside of the U.S. cannot apply.
2	Whether we need to come over there for meetings?	All Candidates must be licensed to do business in the State of California and there may be a requirement to meet in person.
3	Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	All Candidates must be licensed to do business in the State of California and there may be a requirement to meet in person.
4	Can we submit the proposals via email?	No, proposals cannot be submitted via email. Proposals will only be accepted by mail or hand-delivered to the address listed in the RFP (see RFP Section 5.3 for details).
5	Does the LACCD have a budget parameter in mind for this project?	This is a new RFP and a new contract. Budget and spending authorizations have not been determined.



Number	Questions	Response
6	Why is LACCD going out to bid at this time?	New services are needed as the current contract will expire soon.
7	Is there an incumbent and if so, is that company involved in the bidding process?	Yes, the District currently has an Agency of Record. The RFP process is open to all.
8	What is LACCD looking for in an ideal partner?	The specifications of what the District and its colleges are looking for are contained within the RFP.
9	Section 6.5.1 Question C, asks for references and Section 6.6 also asks for references. Can you please provide clarification on where to include references in our response?	<p>Section 6.5.1, C – References: Refences should be listed on Appendix 2, page 48. References requested here pertain to contacts directly associated with work projects identified.</p> <p>Section 6.6 – References: Similar to the majority of the questions/criteria listed in the RFP: In your proposal, identify the Section Name “Resume” and attach the documents/requested information that fall into that category. References here can be similar to, or not directly associated with, any past project(s) highlighted in the response.</p>
10	Does the 15 page limit, include Sections 6.6 through 6.11 or is that limit only for items in 6.5.1 to 6.5.6? Also, are resumes, images,	The 15 page limit applies to Section 6.5 (6.5.1 to 6.5.6). Page dividers do not count. All other content and the specific lengths for each portion or answer and resume, etc. is the responsibility of the proposer to determine.



LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

Number	Questions	Response
	and/or divider pages excluded from the page limit?	
11	Is there a media budget for this annually?	This is a new RFP and a new contract. Budget and spending authorizations have not been determined.
12	Do you prefer commission-based or labor hours for agency fees for the described activity?	The determination of fees, how that is structured and disclosure of both is the responsibility of the proposers to include in responses to the RFP.
13	Will media be bill and remit, or will bills be approved by agency and paid by District?	This will be determined during the contract phase of the RFP with the successful proposer.
14	RE: Experience - because a lot of the recruitment marketing is similar in strategy (lead generation) as for-profit education, will you consider substantial media and marketing experience for 2 and 4 year for-profit colleges as equal to community college experience? The audience, ethnicity, and type of students are very similar.	It is up to the proposer(s) to determine what to highlight or include in the responses. The professional experience requirements within the RFP are not exclusive to community college education only.
15	Will you consider other similar media and marketing experience outside of education?	Yes. The professional experience requirements within the RFP are not exclusive to community college education only.



LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

Number	Questions	Response
16	What portion (expressed in percentage) of your marketing and advertising is targeted to Spanish and other ethnicities?	Bilingual or multi-lingual marketing and advertising is based on the specific needs of the District and the colleges. There is no specific percentage.
17	Will the incumbent be bidding and can we review the current media and marketing plans?	It is unknown whether the incumbent is participating in this RFP process. Current media and marketing plans are not available at this time.
18	If incumbent isn't bidding, why not?	At this stage, it is unknown whether the incumbent is participating in this RFP process.
19	What did are your likes/dislike from your past experiences with ad agencies. What are you looking for in an agency?	What the District and colleges are seeking is identified in the RFP.
20	Will questions be answered all at once on the site http://www.laccd.edu/Departments/Business Services/Contract-Services/Pages/Bids-And-Proposals.aspx , or is there an opportunity to see earlier answers than a week prior to RFP due date?	See RFP, Section 5.2 (page 20)
21	Please clarify what the District's expectations are for pricing in the column labeled 'cost'. Given we would require more information to accurately price out a Scope of Work for any given project, can we present blended hourly rates for the broad service categories listed?	The determination of fees, rates or pricing and how that is structured and disclosed is the responsibility of the proposer. They must identify their fee structure in their proposal.



LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

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22	Please clarify if the 15 page limit applies only to the questions in section 6.5.1-6.5.6	The 15 page limit applies to Section 6.5 (6.5.1 to 6.5.6). Page dividers do not count.
23	Please clarify the District's expectation for event support. Is event support envisioned to be focused on publicity generation efforts, or does the District need actual staffing and logistical support for the various events mentioned in the RFP?	Unknown as event support can vary with each event. Each college has existing event staff and has previously carried out a variety of events with some or no outside support. It is not known at this time if additional staffing would be needed, but those needs would be identified early in any event planning efforts.
24	In lieu of complete resumes (or completing the provided form/attachment), would narrative bios in an appendix suffice to demonstrate the qualifications of key personnel?	See RFP, Sections 6.8 and 6.9
25	What strengths are important to you from your selected agency partner	The requirements for what the District and the colleges are looking for in a new Agency of Record are included in the RFP.
26	What does your current student population say about you? Do you provide end of course surveys or engage with the current student population for immediate feedback?	Our student population is very diverse, multi-lingual and a reflection of the diversity of Los Angeles County and its communities/cities. The District and the colleges frequently survey and engage students for feedback.



LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

Number	Questions	Response
27	Will any of the projects include brand development work at the District or college levels, or is the vision to work within existing District-level brand standards?	It is anticipated that the new Agency of Record will be able to help the District and the colleges build upon and expand the existing branding and marketing already accomplished.
28	Will any of the projects include quantitative market research?	Yes.
29	What agency holds the current marketing and advertising contract that ends in September, 2021?	Interact Communications
30	Please share anticipated budget (media or total campaign budgets), as this will help us determine the workload and approach.	This is a new RFP and a new contract. Budget and spending authorization have not been determined.
31	Please share quantification of deliverables (print, media, video assets, digital assets, desired social media levels, etc.) as this will help us determine a more specific fee proposal.	It is anticipated that each campaign effort—either for the colleges or the District—will first begin with the development of a scope of work under the umbrella of the master contract. The scope of work will determine the project and the extent of work for development of any collateral, any related work needed, any staffing needs, timelines, the overall objectives and the media buys or other distributions. This is a new RFP and a new contract. Budget and spending authorization have not been determined.



LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

Number	Questions	Response
32	Do you want a full budget proposal with estimated media, production, research, public relations and agency fees estimated, or are you looking more for budgeting approach with hourly rates, commissions, etc.?	The RFP requires disclosure of all fees and costs. The determination and disclosure of fees and how that is structured or presented is the responsibility of the respondents to include in responses to the RFP. This is a new RFP and a new contract. Budget and spending authorization have not been determined.
33	What are the KPIs and measurable outcomes that you have set for this work?	It is anticipated that each campaign effort—either for the colleges or the District—will first begin with the development of a scope of work under the umbrella of the master contract. The scope of work will determine the project and the extent of work for development of any collateral, any related work needed, any staffing needs, the overall objectives, the Key Performance Indicators and the media buys or other distributions. This is a new RFP and a new contract. Budget and spending authorization have not been determined.
34	Please share your baseline awareness, favorability and other related brand metrics.	The District is not understanding most of this question pertaining to “baseline awareness” and “favorability.” Brand metrics and related goals or performance indicators would be identified as part of the scope of work that is developed for any campaign project by the District or the colleges.
35	Are resumes included in the 15 page limit for General Requirements, or are they included in the attachments?	The 15 page limit applies to Section 6.5 (6.5.1 to 6.5.6). Length of resumes are determined by proposers.



LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

Number	Questions	Response
36	In which languages do you anticipate materials to be produced?	Depending on the specific campaign or project, the languages used would reflect the diversity and demographics of the target audiences. The District mirrors the diversity and multi-lingual demographics of Los Angeles County.
37	What has gone well with the district's marketing since working with an agency? What has been accomplished?	This analysis information will be developed as part of the close-out of the existing contract and is not yet available.
38	What has been challenging to accomplish over the past two years as you worked with an agency and streamlined marketing?	The most significant challenge has been to overcome the anomaly of the COVID-19 pandemic and its negative impacts on all aspects of society, the economy, college enrollment, jobs and public safety. This has caused many marketing and outreach plans to be reconsidered and revised.
39	Do you anticipate continuing to work with your current agency?	Unknown.
40	Why is this RFP being released if you have a current agency that you are working with?	New services are needed as the current two-year contract with our Agency of Record will expire soon.
41	For the USB drive, would it be acceptable for the electronic version to be submitted in Microsoft PowerPoint rather than Microsoft Word?	No. Please see the RFP, Section 5.3 - Proposal Submission.



LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

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42	In section 6.7, is Appendix 1 all that should be submitted to answer each bullet point or is more detail allowed?	More detail is allowed to access the Proposers fee structure.
43	For the forms listed in 6.11, do these need to be notarized?	No, forms do not need to be notarized.
44	Does the district have an established tagline and brand vision/promise? If not, is this an area that the selected vendor could focus on as part of their work?	Yes. There have been efforts for taglines and branding, however, it is anticipated that more work in this area could be expanded upon in the future.
45	How much individual marketing does each college perform and will the selected vendor work with each college in addition to the district as a whole?	Yes. Each college has the ability to do its own niche marketing and advertising and it varies from college to college. The contract will allow for work with the colleges, individually, or several together, in addition to the districtwide campaigns.
46	We are a certified small and emerging business. Does this afford us any of the 10 points or does the proposing company need to have all four certifications?	A total of no more than 10 points are assessed for any category identified on the form.
47	What is the total amount of funds dedicated to paid marketing each year?	The amount has varied from year to year. This is a new RFP and a new contract. Budget and spending authorization have not been determined.
48	What is the total amount of funds dedicated to collateral development each year?	The amount has varied from year to year. This is a new RFP and a new contract. Budget and spending authorization have not been determined.



LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

Number	Questions	Response
49	What is the total amount of funds dedicated to video development each year?	The amount has varied from year to year. This is a new RFP and a new contract. Budget and spending authorization have not been determined.
50	How is the district currently tracking enrollment (standard FTEs, part-time, etc) and will this data be made available to the provider?	The District internally tracks enrollment in a variety of ways. The data can be made available to the new Agency of Record.
51	What will the annual evaluation of the provider include?	A comprehensive review of completed work, effectiveness of the work, achievement of goals and strategies, overall teamwork with the District and the colleges, communications and other performance indicators yet to be determined will be part of the annual evaluation.
52	What does LACCD see as the biggest need in the upcoming contract (understanding that they have asked for marketing/promoting several initiatives and year round advertising)?	Success in increasing enrollment is a primary goal. Brand awareness of the District and its colleges; the successes of the colleges, its students and employees; financial aid opportunities; the variety of the programs, degrees, certificates, career pathways and transfer programs and the College Promise program are also important.
53	Would LACCD consider languages (other than English and Spanish) for marketing materials? What would these priority languages be?	Yes. Depending on the specific campaign or project, the languages used would reflect the diversity and demographics of the target audiences. The District mirrors the diversity and multi-lingual demographics of Los Angeles County.



LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

Number	Questions	Response
54	How does LACCD anticipate using past work to inform upcoming work in the new contract?	The District anticipates the successful respondent will have recommendations on how to move forward with new efforts that can build upon past work.
55	Are the appendices (item 6.9) included in the 15 page count?	The 15 page limit applies to Section 6.5 (6.5.1 to 6.5.6). Page dividers do not count.
56	Does the District (and/or individual colleges) currently have a CRM or have intent to begin utilizing a district-wide system for enrollment "nudge" messaging ?	Yes.
57	What does the current marketing for Strong Workforce (CTE) and Adult Basic Ed programs at the district and/or individual colleges currently entail?	To date, most of the colleges have done individual marketing in these areas when possible, while the District worked with other community college districts on a regional level.
58	How does the district see these marketing efforts integrating with ongoing Guided Pathways work at the colleges?	This would need to be discussed as part of the strategies and goals of the colleges with the new Agency of Record.
59	Does the 15-page limit include the Introductory Letter, Appendices, and Mandatory Documents (any exceptions?)	The 15 page limit applies to Section 6.5 (6.5.1 to 6.5.6). Page dividers do not count.
60	Per "N" in Scope of Services: Can the district estimate the number and type of events/activities for which they will need full	This is unknown at this time and will be handled on a case-by-case basis as needed.



Number	Questions	Response
	service digital media, video and photographic production services?	
61	Per "O" in Scope of Services: Can the district estimate the number and type of live online streaming or live-to-tape broadcasting of events and activities they will need?	This is unknown at this time and will be handled on a case-by-case basis as needed.
62	The RFP mentions the use of focus groups. Is the district interested in marketing research as part of the Scope of Services? If so, what type?	Yes. This would be determined with the selected Agency of Record.
63	In section, 6.7 Fee Structure / Cost Proposal, it is mentioned that "Each proposal must include a description of the proposed fee schedule for the work to be performed." Can you share reference data to past marketing and media purchasing budgets?	This is a new RFP and a new contract. Budget and spending authorizations have not been determined. The determination and disclosure of fees and how that is structured or presented is the responsibility of the proposer to include in their proposal.
64	What is the yearly budget specific to marketing and media purchasing?	This is a new RFP and a new contract. Budget and spending authorizations have not been determined. There is no single, aggregate budget specific to marketing and media as each college varies with its needs and funding, in addition to the District.
65	If it's possible to share, who is the current contractor for this work for LACCD?	Interact Communications.



LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

Number	Questions	Response
66	Is it possible to share what the current contract value or what the current rates are?	No. The contract is based on a spending authorization with no guarantee that money will be expended. Fees and rates have varied depending on the specific scope of work and the platforms being used.
67	Are the dates listed on page one of the RFP set or will any extensions be granted?	Please see Section 5.1 (page 20) on the RFP.
68	General Questions: Who is the Incumbent Agency?	Interact Communications
69	Will the Incumbent Agency be participating in this RFP Process?	It is unknown whether the incumbent is participating in this RFP process
70	Please explain why the current contract is ending after just 2 years.	The original contract was only approved to be a two-year contract.
71	What are application numbers for 2019, 2020, and 2021?	The information is available from the California Community Colleges (state) Chancellor's Office. https://datamart.cccco.edu/Students/
72	What are enrollment numbers for 2019, 2020, and 2021?	The information is available from the California Community Colleges (state) Chancellor's Office. https://datamart.cccco.edu/Students/



LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

Number	Questions	Response
73	In addition to English and Spanish, what are the additional languages that may be required as referred to in Scope of Services?	Depending on the specific campaign or project, the languages used would reflect the diversity and demographics of the target audiences. The District mirrors the diversity and multi-lingual demographics of Los Angeles County.
74	What Colleges and Universities have priority transfers by LACCD colleges?	The Associate Degree for Transfer (AA-T or AS-T) is a degree offered at California's community colleges, including LACCD, in partnership with the California State University. Our colleges also help student with transfers to the UC system and many other four-year colleges and universities.
75	What are the colleges that need the most help and in what areas (enrollment, diversity, specific programs, etc.)?	The needs of the colleges vary and goals/priorities would be developed as part of the onboarding process of the new Agency of Record. Enrollment remains a priority for all colleges.
76	What are the priority focuses for any special funding or grants being received?	This would vary with the requirements of the funding or grants received. Some may specify that a marketing or outreach component be included, while others do not, but the college(s) may determine a need exists.
77	Will Andra Daniel be onsite to receive submission packages via FedEx at Procurement Unit 6th Floor, 770 Wilshire Boulevard, Los Angeles, CA 90017-3719 on Thursday, August 19, 2021?	Andrea Daniel, or Designee, will be available to receive Proposals.
78	Brand Questions: It appears that each of the 9 colleges have their own identities. Is there a goal to create	This would be determined as part of the onboarding process for, and recommendations by, the new Agency of Record in collaboration with the District and the colleges



LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

Number	Questions	Response
	a unified brand (District and Colleges within District)?	
79	What is the priority on District Brand vs. campus brands?	This would be determined as part of the onboarding process for, and recommendations by, the new Agency of Record in collaboration with the District and the colleges.
80	Media Platforms: Which media platforms are currently 100% outsourced? What media platforms are currently being utilized?	The colleges and the District have websites and social media platforms that are primarily controlled internally, but are also used for integrated external advertising, outreach, marketing and public information, including in partnership with the current Agency of Record. The list of which social media platforms used are noted on the websites and vary. Any other media platform would be outsourced.
81	What is the current mix of media platforms by each college?	In terms of social media, most of the colleges and the District use Facebook, Twitter, Instagram and YouTube. Some also use LinkedIn and other social media platforms. Traditional commercial media platforms are used as needed per a campaign or scope of work.
82	What are enrollment goals for FY 2022, 2023?	Please read the District's five-year Strategic Plan, 2018-2023. https://www.laccd.edu/Departments/EPIE/PlanningAccreditation/Documents/051718%20LACCD%20District%20Strategic%20Plan%20v10c1%20-%20High%20Res.pdf



Number	Questions	Response
83	Digital Questions: What "real-time" analytic reporting tools are you currently using today to track website traffic attribution and post-click data?	Most of the analytics are performed by the Agency of Record. The colleges will also use a mix of tools that come with the social media platforms, in addition to Google, surveys, website counters. The District and the colleges are currently looking into other media and social media monitoring tools.
84	Are all of the campuses uniformly using the same analytical tools to measure campaigns?	No.
85	Are you currently advertising on TikTok and WeChat? If so, please describe. If not, what is your desired outcome in using these two platforms specifically?	The colleges and the District have begun expanding into these and other types of social media platforms on a limited basis and anticipate doing more with these and other social media platforms in the future with the next Agency of Record.
86	Is there currently an SEO (Search Engine Optimization) strategy in place? What is the monthly budget allocated to SEO?	SEO has been incorporated into recent campaigns and likely will continue in the future. There is no set monthly budget. Budgets and expenditures are based on the campaigns developed per a scope of work under the master contract.
87	By way of percentage, what is your current budget allocation towards Google Pay-Per-Click vs. Social Media and other digital/online platforms?	See answer to question #87 above.
88	By way of percentage, what is your current mix of all of your advertising and paid media spend? I.E. 25% Events, 50% Offline Media, 25% Online Media.	Budgets and spends are not calculated on a percentage within the categories as noted in the question. Budgets and expenditures are based on the campaigns developed per a scope of work under the master contract.



LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

Number	Questions	Response
89	Does the incumbent agency use an "in-house" digital team or is a 3rd party vendor used?	Both.
90	Public Relations Questions: How often is the demographic breakdown updated for the District and how is this data sourced?	Our student demographic data comes from annual application and enrollment data.
91	Do you also have the demographic breakdown for each of the 9 colleges and is data from the same source as District demographic data?	Yes. The information should also be available from the California Community Colleges (state) Chancellor's Office. https://datamart.cccco.edu/Students/
92	Do you anticipate that the agency will conduct all earned media outreach efforts on behalf of the community college district or do you plan on a "divide and conquer" approach? Divide and conquer means that there will be assignments carried out by the internal PIO/media outreach team and there will be other assignments implemented by the agency. If divide and conquer, how will roles and responsibilities be defined?	The District and the colleges likely will pursue a collaborative team approach in working on all aspects of the different projects in which a scope of work with the Agency of Record is developed under the contract. The scope of work will define the roles and responsibilities in coordination with the District's Communications Office, the colleges' Public Information Officer (PIO) or Public Relations (PR) Manager and other executive leadership as required.



Number	Questions	Response
93	Do you currently use media monitoring services? If so, which one(s) and will you carry those subscriptions and processes internally? Or will you need to rely on the agency for monitoring and reports?	The District and the colleges are currently working to engage with a new professional media monitoring service. That subscription service will be internal. In the past we have used several, including, but not limited to Meltwater and Cision. We anticipate as part of the scope of work that the Agency of Record will also have, and report to us, monitoring reports.
94	How do you currently track your media coverage? Please give specific details.	This has varied in the past per each college and the District. The District and the colleges are currently working to engage with a new professional media monitoring service. That subscription service will be internal. In the past we have used several, including, but not limited to Meltwater and Cision.
95	Do certain campuses within your system need more earned media outreach support than others? If so, which ones?	Possibly. This would depend on the issue and would be determined on a case-by-case basis as the need arises in moving forward with the new Agency of Record.
96	Tell us more about your current earned media outreach structure -- internally. Are there PIOs/PR team members at every campus? What does this workflow look like when they engage with an agency?	Yes. Each college has a designated PIO or PR Manager. Collectively, they work together with the District's Communications Director as part of the Districtwide PIO Team. Currently, the focus of work with the current Agency of Record has been on paid/placed media and advertising campaigns. Earned media has been primarily handled internally, however, moving forward with a new Agency of Record means new opportunities for greater collaboration and integration of earned media as a key performance indicator for the overall marketing and advertising campaign(s) developed with scope(s) of work under the master contract.



LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

Number	Questions	Response
97	Do you require trade media and national earned media outreach? If so, what is expected from this? Provide us examples of some media outlets that are on your ultimate wish list for trade and national outlets.	Yes, but this is a program or issue-driven topic. The colleges and the District believe trade media and national media coverage are important and should be accomplished when possible. The targeted media outlets would vary depending upon what needs to be accomplished. For example, any trade or media outreach promoting the aviation mechanics program at West Los Angeles College would be different than the media we would want to reach out to for the Culinary Arts programs at the colleges. We would look to the Agency of Record for its recommendations on targeted media and to help develop that list in addition to the media in the Los Angeles or statewide markets.
98	For local earned media outreach, is this solely focused on the Los Angeles DMA, where the campuses are located? If so, please provide us some examples of some media outlets that are on your ultimate wish list.	Local earned media is not specifically exclusive to Los Angeles outlets, but could be throughout Southern California as local.
99	What are your highest priority PR/earned media needs and goals?	To significantly increase the total amount of positive news media coverage of the LACCD community and out stories.
100	Who will our day-to-day contact(s) be for earned media outreach work?	Primarily the Districtwide PIO Team or designees as determined per issue or topic.
101	What happens now when a media request comes in? Who manages it? Describe your media protocol process?	Most news media requests are currently handled individually or collectively by the Districtwide PIO Team. They, in turn, work with the appropriate executives at the colleges or the District to develop responses.



LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

Number	Questions	Response
102	What are your current PR/earned media outreach, community relations, and marketing efforts?	This varies from college to college. A good sampling of the baseline news media outreach can be seen on the District's news release website page. Direct follow-ups to news media is often done after news releases are issued and regular contact with members of the press are done. http://laccd.edu/Pages/News.aspx Each college also maintains news release postings on the colleges' websites.
103	How do you want to ultimately measure earned media outreach success? What will have to happen to make you really happy? ^{[L] [SEP]} Please describe.	Significantly increase the total amount of positive news media coverage of the LACCD community and our stories.
104	What are your current target audiences? Where have you been successful with outreach and where would you like to grow? ^{[L] [SEP]}	Target audiences are to be defined in the scope(s) of work and depend on the issue or project. Success of outreach is varies and is dependent on a lot of outside factors not controlled by either the District, the colleges or the Agency of Record. Enrollment growth and increase in positive media coverage are examples of primary goals.
105	What are your existing media relationships in the SoCal market? What is your earned media wishlist for future PR initiatives? ^{[L] [SEP]}	Media relationships tend to be issue driven or beat specific. Again, an overall increase in enrollment and positive media coverage are examples of two main goals.
106	Who are your key media spokespersons, i.e. faculty, staff, donors, alumni, and current students? ^{[L] [SEP]}	Chancellor, College Presidents, Board members, Communications Director, other college or District executives are primary spokespersons. Others are used depending on the topic.



LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

Number	Questions	Response
107	What is your team's comfort level with conducting interviews? Tell us about the feedback you've received from your spokespersons and media post-interview. ^[1] _[SEP]	Good. Feedback varies and greatly depends on the topic and the media involved.
108	What does your current media outreach to diverse and multilingual populations look like?	Limited, with significant room for improvement.
109	How do you currently receive and implement media opportunities? ^[1] _[SEP]	Depends on the issue/topic. There is no one process.
110	What is your current approval process for media relations documents such as news releases, media advisories, etc.?	At the colleges, approval is from the College presidents and/or their executive teams in conjunction with the PIO or PR Manager. At District, via the Communications Director, Deputy Chancellor and/or Chancellor or designees.
111	Will you require crisis communications response work? If so, describe what these needs may be.	Depends on the crisis. If needed, the Agency of Record would be integrated with the crisis comms team already in place. Impossible to predict when a crisis will occur, but there could be some need with the ongoing COVID-19 pandemic and recovery.
112	Will we have access to conduct intake interviews with faculty, staff, students, and alumni to determine the best human interest story angles? If so, what is the process to connect with them?	Yes. The plans and details would be developed as part of the scope of work for a given project or campaign.



LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

Number	Questions	Response
113	What departments and programs need more earned media support during this project?	They will vary from college to college and a list of initial needs or goals would be developed during the onboarding process with the new Agency of Record.
114	What do you like and dislike about your current earned media outreach program?	We like that the District and the colleges have received positive press, but recognize the need for improvement and additional positive coverage.
115	Will you require media training services for your designated spokespersons?	It's possible that both speaking points and training could be needed depending on the abilities of the designated spokesperson and the sensitivity of the issue.
116	How often do you want to meet with the earned media outreach team at the agency? Monthly, weekly, or something different? Do you require them to attend campus communications meetings as well? Please fully describe what a typical meeting schedule might be in a given month or timeframe.	It is anticipated that there would be regular meetings with the Agency of Record on all aspects of any work in progress or future work. The Districtwide PIO Team meets monthly, sometimes more frequently depending on the need, and the current Agency of Record was integrated into the schedule. These monthly meetings average about three hours long. In addition, the team will communicate per topic via phone/conference calls or email. Also, there are many other meetings, including the Board public meetings, or meetings with other college leadership that could be required. The Agency of Record would be responsible for determining who attends to update/share or respond to the designated topics.
117	Events Questions: Do you have a set Calendar of Events that would be included in this scope?	No. Events would be discussed in advance and determined on an as-needed basis.



LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

Number	Questions	Response
118	We currently see no events on the event calendar. Is that because nothing is currently set to occur? https://www.laccd.edu/eventcalendars/Lists/LAHCCalendar/calendar.aspx	No. The website is currently being re-designed and the calendar function is not being actively used at this time.
119	Are these events that were held in the past? If so, would we have access to old planning documents, budgets and details?	Yes. Information on any re-occurring events could be shared.
120	Please describe if the District has its own events team on each campus or for the overall district?	Each college puts together an event team per project or need, however, there are designated personnel at the colleges who oversee events or manage facilities and other logistics that are needed for events. There is no standing events team at the District.
121	How do the share/collaborate events work? How will our team integrate with your team(s)?	A good example would be virtual graduations in 2020. There was a districtwide committee to help with overarching coordination, plus each college had its own per-campus committee to handle the details for specific niche needs and logistics. A video production company worked with the Districtwide team and the colleges to help produce nine unique online ceremonies that were streamed on the same day for each college. The videos all had some common elements, formats, speakers and production timelines that were used in the making of the videos.
122	Will events be held on campus or off campus?	Primarily on campus or at the District offices.



LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

Number	Questions	Response
123	Will the agency plan and manage the Board Meetings or only the Special Events?	Primarily special events, but there could be some logistical, video or social media support needed for public meetings.
124	Please explain how you managed student gatherings/ events the last few years during COVID? Were these held online virtually or were most events cancelled?	Most events that were not cancelled have been done remotely, online during the COVID-19 pandemic. It is likely that this trend will continue during the pandemic and then phased back to in-person.